National Library of Canada
Bibliothèque nationale du Canada

Canadian Theses Service
Services des thèses canadiennes

Ottawa, Canada
K1A 0N4

CANADIAN THESES
THÈSES CANADIENNES

NOTICE

The quality of this microfiche is heavily dependent upon the quality of the original thesis submitted for microfilming. Every effort has been made to ensure the highest quality of reproduction possible.

If pages are missing, contact the university which granted the degree.

Some pages may have indistinct print especially if the original pages were typed with a poor typewriter ribbon or if the university sent us an inferior photocopy.

Previously copyrighted materials (journal articles, published tests, etc.) are not filmed.

Reproduction in full or in part of this film is governed by the Canadian Copyright Act, R.S.C. 1970, c. C-30. Please read the authorization forms which accompany this thesis.

AVIS

La qualité de cette microfiche dépend grandement de la qualité de la thèse soumise au microfilmage. Nous avons tout fait pour assurer une qualité supérieure de reproduction.

S'il manque des pages, veuillez communiquer avec l'université qui a conféré le grade.

La qualité d'impression de certaines pages peut laisser à désirer, surtout si les pages originales ont été dactylographiées à l'aide d'un ruban usé ou si l'université nous a fait parvenir une photocopie de qualité inférieure.

Les documents qui font déjà l'objet d'un droit d'auteur (articles de revue, examens publiés, etc.) ne sont pas microfilmés.

La reproduction, même partielle, de ce microfilm est soumise à la Loi canadienne sur le droit d'auteur, SRC 1970, c. C-30. Veuillez prendre connaissance des formules d'autorisation qui accompagnent cette thèse.

THIS DISSERTATION
HAS BEEN MICROFILMED
EXACTLY AS RECEIVED

LA THÈSE A ÉTÉ
MICROFILMÉE TELLE QUE
NOUS L'AVONS REÇUE

Canada

NL 339 (r. 86/01)

301

National Library of Canada
Canadian Theses Division
Ottawa, Canada
K1A 0N4

Bibliothèque nationale du Canada
Division des thèses canadiennes

0-315-27032-2

PERMISSION TO MICROFILM — AUTORISATION DE MICROFILMER

• Please print or type — Écrire en lettres moulées ou dactylographier

Full Name of Author — Nom complet de l'auteur

Gerald Wayne McConaghy

Date of Birth — Date de naissance
August 10, 1946

Country of Birth — Lieu de naissance
Canada

Permanent Address — Résidence fixe

#4 7317-118 Street, Edmonton T6G 1S5.

Title of Thesis — Titre de la thèse

Current Formats of Typewritten Correspondence in Alberta Business Firms With Implications for the Business Education Curriculum

University — Université
University of Alberta

Degree for which thesis was presented — Grade pour lequel cette thèse fut présentée
M. Ed.

Year this degree conferred — Année d'obtention de ce grade
1983

Name of Supervisor — Nom du directeur de thèse
Dr. S. Uhelacker

Permission is hereby granted to the NATIONAL LIBRARY OF CANADA to microfilm this thesis and to lend or sell copies of the film.

The author reserves other publication rights, and neither the thesis nor extensive extracts from it may be printed or otherwise reproduced without the author's written permission.

L'autorisation est, par la présente, accordée à la BIBLIOTHÈQUE NATIONALE DU CANADA de microfilmer cette thèse et de prêter ou de vendre des exemplaires du film.

L'auteur se réserve les autres droits de publication; ni la thèse ni de longs extraits de celle-ci ne doivent être imprimés ou autrement reproduits sans l'autorisation écrite de l'auteur.

Date
October 15, 1983

Signature

NL-91 (4/77)

THE UNIVERSITY OF ALBERTA

CURRENT FORMATS OF TYPEWRITTEN CORRESPONDENCE IN ALBERTA BUSINESS FIRMS WITH IMPLICATIONS FOR THE BUSINESS EDUCATION CURRICULUM

by

GERALD McCONAGHY

©

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE

OF MASTER OF EDUCATION

DEPARTMENT OF SECONDARY EDUCATION

EDMONTON, ALBERTA

FALL, 1983

THE UNIVERSITY OF ALBERTA

RELEASE FORM

NAME OF AUTHOR Gerald McConaghy

TITLE OF THESIS Current Formats of Typewritten Correspondence in Alberta Business Firms with Implications for the Business Education Curriculum

DEGREE FOR WHICH THESIS WAS PRESENTED Master of Education

YEAR THIS DEGREE GRANTED 1983

Permission is hereby granted to THE UNIVERSITY OF ALBERTA LIBRARY to reproduce single copies of this thesis and to lend or sell such copies for private, scholarly or scientific research purposes only.

The author reserves other publication rights, and neither the thesis nor extensive extracts from it may be printed or otherwise reproduced without the author's written permission.

(Signed) G. McConaghy.....

PERMANENT ADDRESS:

#4, 7317 - 118 Street
Edmonton, Alberta
T6G 1S5

DATED October 31, 1983

THE UNIVERSITY OF ALBERTA

FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research, for acceptance, a thesis entitled Current Formats of Typewritten Correspondence in Alberta Business Firms With Implications for the Business Education Curriculum submitted by Gerald W. McConaghy in partial fulfillment of the requirements for the degree of Master of Education.

Sandra Ubelacker
Supervisor

Peter Braun

Date October 7, 1983

ABSTRACT

The typewritten business letter and envelope continue to be a primary medium of written communication. Changes that occur in the formats used to type business letters and envelopes should be reflected in business education curriculum. The problem of this study was to determine the styles of typewritten business letters and envelopes used in Alberta business firms.

The population of this study, business firms in the province of Alberta, was stratified according to the number of stenographers and typists employed in each Standard Industrial Classification division in Alberta. The sample of this study was 300 business firms in Calgary and Edmonton, as this is where approximately 82 percent of the stenographers and typists are employed. The SIC divisions were grouped to include at least 10 percent of the sample in each division.

A questionnaire and a questionnaire analysis form were developed to obtain and analyze the data. After 231 follow-up telephone calls and 135 follow-up mailings, 126 questionnaires were analyzed using the Statistical Package for Social Sciences (SPSS). The typed letters returned with the questionnaires were used to verify questionnaire responses and to determine the punctuation style. The envelopes used to return the completed questionnaires were analyzed to determine typewritten formats used on business envelopes.

The letter styles used in Alberta business firms participating in this study were 58 percent full block, 22 percent modified block, and 20 percent block style. The punctuation styles used were 82 percent mixed, 16 percent closed and 2 percent open. The review of

related literature and this study indicate that the practice of using a standard line length in business letters and adjusting the vertical placement of the letter parts is increasing. The order of vertical placement of the other notations following the closing lines was reference initials notation, enclosure notation, copy notation, blind copy notation, and postscript notation.

Open punctuation was most commonly used on business envelopes. The major words of the city name were capitalized and not underscored. The province name was typed in full, major words capitalized, and not underscored.

Fifty-eight percent of the respondents did not use word processors to prepare business letters and envelopes.

The findings of this study indicate that it would be reasonable to design Alberta business education curriculum to emphasize full block letter style with mixed punctuation. This is the most common letter style found in the business firms where the majority of Alberta business education graduates will most likely be employed.

ACKNOWLEDGEMENTS

The writer thanks and appreciates the assistance and guidance received from Dr. S. Ubelacker, Dr. T. Aoki, and Dr. P. Braun.

Gratitude is also extended to everyone who helped with all aspects of this study.

TABLE OF CONTENTS

Chapter		Page
I.	INTRODUCTION	1
	Statement of the Problem	2
	Purpose of the Study	3
	Need for the Study	4
	Definition of Terms	6
	Delimitations	9
	Limitations	11
II.	REVIEW OF RELATED LITERATURE	12
III.	PROCEDURES	33
	Development of the Problem	33
	Selection of the Participants	34
	Instrumentation	43
	Administration of the Questionnaire	45
	Statistical Analysis of the Data	47
IV.	FINDINGS	51
V.	SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	88
	Summary of Procedures	88
	Summary of Findings	90
	Conclusions	95
	Construction of a Model Business Letter Based on Findings	100
	Recommendations for Business Education Curriculum	102
	Recommendations for Further Study	103
BIBLIOGRAPHY		104
APPENDICES		
A.	LETTER TO THE ALBERTA BUREAU OF STATISTICS	110
B.	LETTER FROM THE ALBERTA BUREAU OF STATISTICS	112
C.	LETTER FROM ALBERTA GOVERNMENT TELEPHONES	114
D.	LETTER FROM EDMONTON TELEPHONES	116
E.	MASTER LIST OF BUSINESS FIRMS	119
F.	LETTER TO DR. BALSLEY	127

Page

G. LETTER FROM DR. BALSLEY 129

H. QUESIONNAIRE ANALYSIS FORM 131

I. SURVEY OF TYPEWRITTEN FORMATS OF BUSINESS LETTERS AND ENVELOPES 151

J. LETTER REQUESTING COMPLETION OF A QUESTIONNAIRE 159

K. FOLLOW-UP LETTER REQUESTING COMPLETION OF A QUESTIONNAIRE 161

L. USE OF OTHER NOTATIONS 163

M. NUMBER OF BLANK LINES PRECEDING OTHER NOTATIONS 165

LIST OF TABLES

Table		Page
1.	Illustrations of Common Letter and Punctuation Styles	10
2.	Summary of Most Commonly Used Letter Styles	31
3.	Alberta Population and Percentages of Stenographers and Typists by SIC Division	36
4.	Alberta Population Centres and Percentages Employing Stenographers and Typists	40
5.	Groups of Alberta Firms by SIC Division	41
6.	Sample Selection for Calgary and Edmonton	42
7.	Telephone Follow-up March 20-April 3, 1982	46
8.	Summary of Responses	47
9.	Letter Line Length or Margins	52
10.	The Date Line	54
11.	The Inside or Letter Address	55
12.	Use of the Attention Line	56
13.	Format of the Attention Line	57
14.	The Salutation	58
15.	Use of the Subject Line	59
16.	Format of the Subject Line	60
17.	The Body of the Letter	61
18.	Paragraph Indentation	62
19.	The Complimentary Closing	63
20.	Use of the Typed Company Name	64
21.	Format of the Typed Company Name	65
22.	The Typed Sender's Name	67

Table		Page
23.	The Sender's Title	69
24.	Format of the Reference Initials Notation	71
25.	Format of the Enclosure Notation	73
26.	Format of the Copy Notation	74
27.	Format of the Blind Copy Notation	76
28.	Format of the Mailing Instruction Notation	78
29.	Format of the Handling Instruction Notation	80
30.	Format of the Postscript Notation	81
31.	Letter Style Used in Letters	82
32.	Punctuation Style Used in Letters	83
33.	Size of Type Used	83
34.	Punctuation Style Used on Envelopes	84
35.	Format of the Envelope	85
36.	Word Processors	87
37.	Summary of Most Commonly Used Letter Styles	97
38.	Summary of Most Commonly Used Punctuation Styles	98
39.	Comparison of the Frequency of Use of Letter Parts	99

Chapter I

INTRODUCTION

A changing business environment and changing business practices require that business education curriculum is updated to teach current practices and skills to students. The business community has a vested interest in participating in and contributing to the development of an up-to-date business education curriculum. "Hopefully, there is a continuing trend toward warmer temperatures as education and industry work cooperatively to improve business education" (Norris, 1969, p. 36).

The New Office and Business Education Learning System (NOBELS), a long-range curriculum renewal program, was completed in the United States by several leading business educators in the early 1970's. NOBELS was a comprehensive curriculum analysis of the performance requirements observed in current and emerging office and business activities. To continually update curriculum in response to changes in office requirements, NOBELS recognized that curriculum committees should contact the business community when developing programs.

Curriculum based upon procedures and practices of the business community has relevance for students in terms of personal use and/or career development. "It is an accepted principle in education that the materials used in the classroom should resemble as closely as possible those materials that would be encountered in employment" (Mukomela, 1968, p. 4).

Statement of the Problem

In Alberta the 1980-1981 senior high school academic enrollments were 712 653, of which 19 166 enrollments or 13 percent were in business subjects. Of the business subject enrollments, 36 811 or 38 percent were in typewriting (The Seventy-Sixth Annual Report 1980-1981, Alberta Education, p. 71).

In the Alberta Education Typewriting 10 20 30 Curriculum Guide 1975 at least seven letter styles are listed in the context of the senior high school typewriting program. The typewriting textbooks approved for classroom use by Alberta Education present more than nine letter styles. It is impractical, if not impossible, for business educators to provide instruction in all styles of letters. The question that needs to be answered is: What styles of typewritten business letters and envelopes are used in Alberta business firms?

The typewritten business letter continues to be a primary component of written communication. "Perhaps the many letter styles and variations that are presently being taught and learned are not being used in the business office" (Mukomela, 1968, p. 5). Classroom instruction in letter and envelope styles should be similar to what is used in the local community.

> Too often, unfortunately, students (and businessmen, too) can voice legitimate complaints that what is being taught in certain classes neither bears any relationship to other courses being taken nor to the world they will be going into. (Waldo, 1974, p. 86)

Purpose of the Study

The purpose of this study will be to determine the styles of typewritten business letters and envelopes used in Alberta business firms. When analyzing the data collected, the following will be determined for each business firm:

1. the style of letter.
2. the style of punctuation.
3. the size of type.
4. the line length of the body of the letter or margins.
5. the placement and style of date line.
6. the placement of the inside address.
7. the use, placement, and style of attention line.
8. the use and placement of the salutation.
9. the use, placement, and style of subject line.
10. the placement of the body of the letter.
11. the paragraph indentation, if any.
12. the use and placement of the complimentary closing.
13. the use, placement, and style of typed company name.
14. the use and placement of the typed sender's name.
15. the use and placement of the typed sender's title.
16. the use, placement, and style of enclosure notation.
17. the use, placement, and style of copy notation.
18. the use, placement, and style of blind copy notation.
19. the use, placement, and style of mailing instruction notation.
20. the use, placement, and style of handling instruction notation.

21. the use, placement, and style of postscript notation.

22. the use, placement, and style of reference initials notation.

An analysis of the typewritten formats used to type business envelopes will identify current procedures and practices, and will specifically determine:

1. the format of the address.
2. the style of punctuation.
3. the style of the name of the city or town.
4. the style of provincial address.
5. the placement of the postal code.

Need for the Study

> Curriculum planners have relied too often upon the teaching and advice of "experts" who might be reliving the past, or upon the study of another community, or upon a study made more than five years ago within their own community. (Huckabay, 1968, p. 21)

Business programs at all levels of education should meet the qualifications and expectations of the business community. Business educators will meet the needs of business when their programs are based on current and emerging business procedures and practices as revealed in the current research.

Curricular decisions should be examined to determine the kinds of influences that are brought to bear in making them and to make certain that changes are based on adequate information. If business education is to function at its optimum level, the relevance of programs should be periodically assessed. "When the teachers' perceptions were

incorrect, they were conveying incorrect perceptions to their students" (D'Onofrio, 1980, p. 9).

Canadian business educators tend to depend on the research findings of studies completed in the United States. In 1966, Graham addressed the question of the style of typewritten business correspondence in a Canadian context. During the past 16 years, this question has not been readdressed in any formal Canadian research. Canadian business educators need current information for letter typing procedures and practices as used in business firms.

Letter typing ranks high as both a personal-use and a business-use activity. Featheringham (cited in Popham, Schrag, and Blockus, 1975) identified the three most common personal typing activities as: (a) letters and envelopes, (b) manuscripts, and (c) speeches. Perkins, Byrd, and Roley (cited in Popham, Schrag, and Blockus, 1975) identified the ten most common typing tasks performed by stenographic-secretarial and clerical workers. The first three tasks were: (a) cards and envelopes, (b) business letters, and (c) memorandums. Ober (1974) found the three major industry typing items to be: (a) forms, (b) letters, and (c) memorandums.

Typing teachers should teach those letter styles which are most commonly used in the business community. The present study addressed the question of current letter styles used in Alberta business firms.

Definition of Terms

For the purpose of this study, the following terms are defined:

SIC

SIC is the Standard Industrial Classification of business firms by Statistics Canada by type of business activity, not occupation or commodity.

Letter Parts

The letter parts are defined as:

1. Date line. A line which indicates the date the letter is typed.

2. Inside or letter address. The name and address of the person or business to whom the letter is typed.

3. Attention line. A line stating that the letter is directed to a specific person or department in the business.

4. Salutation. A greeting to the person(s) to whom the letter is written.

5. Subject line. A line used to identify the main topic of the letter.

6. Body of the letter. The content or information of the letter.

7. Closing lines. The letter parts including the complimentary closing, the typed company name, the typed sender's name, and the typed sender's title.

8. Complimentary closing. The closing of the letter.

9. Typed company name. The name of the business sending the letter.

10. Typed sender's name. The name of the person who originated the letter.

11. Typed sender's title. The official position and/or title of the person who originated the letter.

12. Other notations:

a. Enclosure notation. A letter part indicating that documents or other papers are enclosed with the letter.

b. Copy notation. A letter part indicating an extra copy of the letter was made and distributed.

c. Blind copy notation. A letter part indicating an extra copy of the letter was made, and distributed without informing the addressee.

d. Mailing instruction notation. A letter part indicating the letter is to receive special handling when received.

e. Handling instruction notation. A letter part indicating how the letter is to be handled when received.

f. Postscript notation. A letter part indicating an afterthought, or sometimes used for emphasis, at the end of the letter.

g. Reference initials notation. A letter part indicating the typist and possibly the sender of the letter. The typist's initials are represented by TI, TIN, ti, or tin and the sender's initials are represented by SN or SEN.

Letter Style

Letter style refers to the arrangement of letter parts. According to the typewriting textbooks approved by Alberta Education for Alberta secondary schools, letter styles may be classified under two different

but similar systems:

(1)		or	(2)	
	full block			block
	block			modified block
	modified block			semi-block
	simplified			simplified

For the purposes of this study, the system of classifying the letter styles is full block, block, modified block, and simplified. They are defined as:

Full block. All letter parts at the left margin.

Block. Date line and closing lines at the horizontal centre. All other letter parts are at the left margin.

Modified block. Paragraphs indented. Date line and closing lines are at the horizontal centre. All other letter parts are at the left margin.

Simplified. Full block letter style with the salutation, complimentary closing, and typed company name omitted.

Other styles. Letter styles which are not full block, block, modified block, or simplified.

Punctuation Style

Punctuation style refers to punctuation at the ends of lines in the letter parts, excluding the body of the letter. As with letter styles, typewriting textbooks approved by Alberta Education for Alberta secondary schools present two different but similar systems:

(1)		or	(2)	
	open			no point
	mixed			two point or standard
	closed			full point

For the purposes of this study, the system of classifying the punctuation styles is open, mixed, and closed. They are defined as:

Open. No punctuation at the ends of the lines in the letter parts.

Mixed. A colon after the salutation and a comma after the complimentary closing.

Closed. Punctuation at the ends of all the lines in the letter parts. The exception is after the postal code. No punctuation follows the postal code.

Other styles. Punctuation styles which are not open, mixed or closed.

See Table 1 for illustrations of common letter and punctuation styles defined in this study.

Delimitations

This study is delimited to:

1. percentage distribution of businesses employing stenographers and typists according to SIC as reported by Statistics Canada, 1971.

2. businesses selected from the Calgary and District Yellow Pages, June 1981 and The City of Edmonton and Vicinity Yellow Pages, 1982.

3. classification of businesses according to SIC.

4. respondents who received and answered the questionnaire.

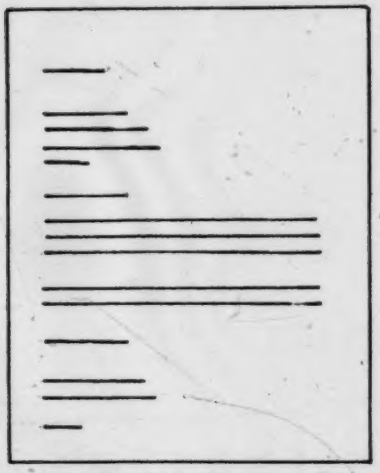
5. typewritten formats of business letters and envelopes.

Typewritten formats of interoffice memorandums, form letters, and other forms of business correspondence were not analyzed. No attempt was made to analyze the content or composition of the letters.

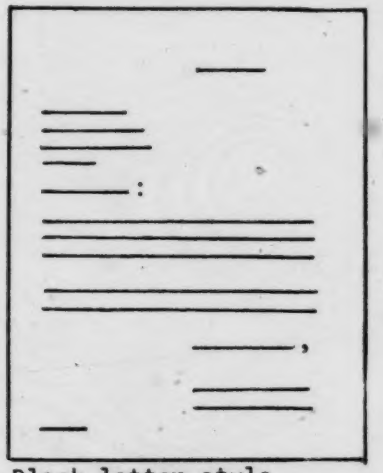
Table 1

Illustrations of Common Letter and Punctuation Styles

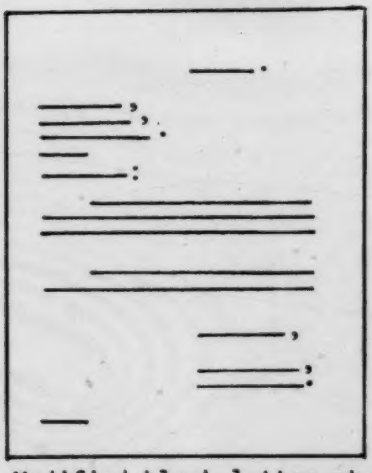
The letter and punctuation styles defined in this study are:



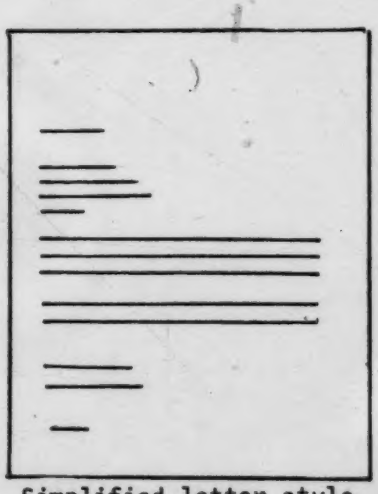
Full block letter style
Open punctuation



Block letter style
Mixed punctuation



Modified block letter style
Closed punctuation



Simplified letter style
Open punctuation

Limitations

This study is limited by:

1. categories of firms grouped by the researcher using SIC and number of employees as the criteria.

2. the comprehensiveness of the Calgary and District Yellow Pages, June 1981 and The City of Edmonton and Vicinity Yellow Pages, 1982. There is the possibility that the listing of businesses in the Yellow Pages is incomplete.

3. the accuracy of classifying businesses in Calgary and Edmonton according to SIC.

4. the responses of those who returned the questionnaire. There is the possibility that those who did not return the questionnaire could alter the findings of this study.

Chapter II

REVIEW OF RELATED LITERATURE

Communication and the business letter, a major means of indirect communication, have been areas of interest and research in business education for almost 50 years. A review of related literature is presented in chronological order to exemplify the changes which have evolved in the typewritten formats of business letters and envelopes. The research findings are reported using the definitions of the individual research reviewed. Where possible, definitions of the letter and envelope styles are given as defined by the researcher.

Johnson (1926)

A book by Johnson identified the social aspects and expressional characteristics of personal and business letters. One group of the research data consisted of business letters from managers of 50 business firms and educational institutions.

The most commonly used letter style could not be determined from the reported findings. The majority of the letters contained an indented return address, two character paragraph indentation, the date and closing lines to the right of horizontal centre, and closed punctuation.

Malone (1934)

Research by Malone, involving 100 businessmen, contained one question to determine the most preferred letter style. Fifty-six percent preferred indented style and 22 percent preferred block style. Definitions of these styles were not given.

Crawford (1936)

The first Master's thesis located that examined the training needed by secretaries was completed by Crawford. Business and professional people in Phoenix, Arizona were personally interviewed to determine what should be included in an advanced secretarial program at the college level. One part of the research dealt with the styles used to type business letters. Crawford found that 41 percent of the letters examined were typed in standard block style (the date line at the right margin or centred, all lines in the inside address and body of the letter at the left margin, and the complimentary closing at about the centre of the page). Thirty-five percent of the letters were typed in modified block style (the same as standard block style with the letter parts and/or body of the letter indented).

Donaldson (1937)

To determine the most commonly used letter styles Donaldson obtained 55 letters from firms rated A or better in Moody's Manual of Investments. Sixty-seven percent of the firms used semi-block style (inside address blocked and the body of the letter indented). Punctuation styles used were 50 percent closed, 25 percent open, and

25 percent did not conform to any style.

Chapman (1939)

Chapman's Master's thesis continued the analysis of the social aspects and expressional characteristics of letters begun by Johnson (1926). Chapman evaluated courtesy, organization, form, and clearness in business letters. She evaluated 400 letters from firms rated A, A+, and AA in the Reference Book of Dun and Bradstreet, Incorporated and 100 letters from firms rated C or lower. She did not state how the letters were obtained. Sixty-two percent of the firms used semi-block style (inside address blocked and the body of the letter indented). Thirty-two percent used modified block style (all lines except the date, complimentary closing, and signature line at the left margin). Approximately 85 percent of the letters were typed with open or closed punctuation.

The attention line was typed between the inside address and the salutation, on the same line as the salutation, and between the salutation and the body of the letter. It was typed at the left margin, centred, or to the right of horizontal centre. Attention of Mr. R. D. Smith is an example of the most commonly used style of attention line. There was little discussion of the subject line. It was typed above or below the salutation, at the left margin or centred. The reference initials most frequently contained the initials of the sender and typist in a variety of styles.

Fox (1940)

Fox asked two hundred national advertisers to list their preference of format for business letters and to supply sample letters. Frequencies and percentages of the findings of this research were not given. Most respondents preferred block or indented style with open punctuation. Definitions of these letter styles were not given. The placement of the date line was determined by the arrangement of the letterhead.

Approximately equal vertical placements of the attention line and subject line were above the salutation, on the same line as the salutation, and below the salutation. The colon was most commonly used to separate the reference initials of the sender and typist. Fox reported that the typed sender's name in full in the reference initials notation appeared to be growing in popularity. Many firms did not indicate enclosures.

Haynes and Whitmore (1942)

Haynes and Whitmore analyzed 2 716 letters from the files of public utilities, educational and governmental institutions, and industrial and manufacturing firms. Fifty-five percent of the letters were modified block style (all letter parts except closing lines at the left margin, with five character paragraph indentation). Twenty-seven percent were block style (all letter parts except closing lines at the left margin, without paragraph indentation). Modified open punctuation was used in 39 percent of the letters. This meant a colon following the salutation or a comma following the complimentary

closing. Closed punctuation was used in 28 percent of the letters. In over 90 percent of the letters the date line was 7½ to 18 lines from the top of the page. Sixty-eight percent of the letters had the date line to the right of horizontal centre. The inside address was 3 to 6 lines below the date line in 52 percent of the letters and 7 to 21 lines below the date line in 42 percent.

Bowyer (1947)

Bowyer used telephone and city directories to select 71 business firms in Emporia, Kansas as the sample for his Master's thesis. The firms were grouped into 16 categories obtained from the telephone and city directories. The business firms were visited and 2 562 letters were analyzed. Fifty-one percent of the letters were block style (all lines at the left margin except the date line and closing lines). The date line was centred or ended at the right margin and the closing lines were blocked to the right of horizontal centre. Thirty-five percent of the letters were semi-block style (same as block style with paragraph indentation). Mixed punctuation was used in approximately 90 percent of the letters. Horizontal placements of the date line were 59 percent ended at the right margin and 37 percent centred.

Krause (1949)

Using a national random sample of over 250 firms, Krause analyzed 255 letters. She found 50 percent of the letters were typed in block style (blocked address, no paragraph indentation, and closing lines blocked near horizontal centre). Forty-three percent were semi-block

style (same as block style with paragraph indentation). Mixed punctuation was used in approximately 84 percent of the letters.

The typed sender's name was below the written signature (at or near horizontal centre) in 78 percent of the letters. Sixty-seven percent had the reference initials one blank line below the closing lines.

Balsley (1952)

The first doctoral dissertation located that examined procedures and practices used to type business letters and envelopes was completed by Balsley. Balsley is formerly Haynes of the Haynes and Whitmore research (1942). One source could not provide the names of 500 business firms representing a variety of business activity, size of firms, and geographical location for Balsley's research.

> Therefore, the list of firms was made up from several sources: membership lists of chapters of the National Office Management Association; firms listed in The Thomas Register; and suggestions from businessmen known to the researcher. (Balsley, 1952, p. 9)

Responses from 332 firms were grouped as manufacturing or non-manufacturing and then divided into 20 categories as to type of product or type of service. A comparison of transcription practices among the 20 categories did not reveal significant patterns, so all firms were considered as one group in reporting the questionnaire findings.

Balsley's extremely detailed research reported 43 percent of the respondents used semi-block letter style (two or more, but not all, letter parts at the left margin). Thirty-four percent used semi-block style with paragraph indentation. Ten character paragraph indentation was most commonly used. Mixed punctuation was used by over 80 percent

of the respondents.

The date line usually ended at the right margin. Fifty-four percent of the respondents varied the vertical placement of the date line depending on the length of the letter. Eighty-two percent varied the vertical placement of the inside address depending on the length of the letter. Ninety-four percent of the respondents sometimes used an attention line. It was usually at the left margin between the inside address and the salutation. Attention Mr. R. D. Smith is an example of the most commonly used style of attention line. Seventy-two percent of the respondents sometimes used a subject line. It was usually centred between the inside address and salutation. Subject: Overdue Accounts is an example of the most commonly used style of subject line.

Ninety-four percent of the respondents used a complimentary closing, two lines below the last line of the body of the letter, ending at the right margin. The company name was most commonly typed two lines below the complimentary closing. The sender's name was most commonly typed four lines below the typed company name. The sender's title was typed one line below the typed sender's name. Reference initials were usually typed two lines below the closing lines at the left margin. SEN:TI and SEN:ti are examples of the most commonly used styles of reference initials.

Perkins and Wiper (1962)

Perkins and Wiper analyzed letters typed by 75 of the largest business firms and employers in the United States. They did not report

how the firms were selected or how many letters were analyzed. Block style and semi-block style (as defined in the present study) were each used in 47 percent of the letters. Mixed punctuation was used in 99 percent of the letters. Fifty-nine percent of the letters had the date line a double space below the letterhead. It ended at the right margin in 36 percent of the letters. Ten character paragraph indentation was most commonly used.

The complimentary closing ended at the right margin in thirty-five percent of the letters. Fifteen percent of the letters had the typed company name, most commonly typed in upper case letters, a double space below the complimentary closing. The typed sender's name and sender's title were used in 79 percent of the letters. The percentage use of reference initials was not given. SEN:tin is an example of the most commonly used style of reference initials.

Rowe (1962)

To determine trends in business letters, Rowe (cited in Mukomela, 1968) analyzed 10 000 letters. He found semi-block style (indented paragraphs with the date line and complimentary closing not at the left margin) used more than other styles. Rowe found a standard line length was used for short, medium, and long letters.

Balsley (1964)

In 1964, Balsley published the results of follow-up research to her 1952 dissertation. She used 158 of the 332 firms from her original research; this follow-up research included 392 firms. Major

differences in findings between the 1952 research and this follow-up research were as follows:

1. a 10 percent decrease in the use of semi-block style and a 9 percent increase in full block style.

2. a 7 percent decrease in sometimes using an attention line and a 7 percent increase in never using an attention line.

3. the 1952 research reported the subject line was most commonly between the inside address and the salutation and the 1964 research reported it between the salutation and the body of the letter.

4. a 10 percent decrease in always using the typed company name.

5. a 12 percent increase in always using the typed sender's name.

6. SEN:ti was the most commonly used style of reference initials.

7. a 42 percent increase in always using an enclosure notation.

8. a 20 percent increase in the placement of other notations below the closing lines, not on the same line as the last line of the closing lines.

Graham (1966)

Graham analyzed 754 Canadian business letters. "The letters were drawn from the industries in proportion to the number of stenographers, typists, and clerk-typists employed in the industries as reported by the Dominion Bureau of Statistics" (Graham, 1966, p. 35). She found modified block style with paragraph indentation used in 43 percent of the letters. Twenty-three percent had modified block with paragraph indentation and variations in the closing lines. Closed punctuation

was used in 38 percent of the letters and mixed punctuation was used in 16 percent. Twenty-nine percent of the letters had 11 to 15 character paragraph indentation. Twenty-six percent had 10 character paragraph indentation. The date line was most commonly typed 13 lines from the top of the page, to the right of horizontal centre. March 20, 1981 is an example of the most commonly used style of date line. Twenty-seven percent of the letters had an attention line, above the salutation at the left margin. Attention: Mr. R. D. Smith is an example of the most commonly used style of attention line. Ninety-nine percent of the letters had a salutation, usually one line below the previous typewritten material at the left margin. Twenty-six percent of the letters had a subject line, usually centred below the salutation. Re: Overdue Accounts is an example of the most commonly used style of subject line. Ninety-nine percent of the letters had a complimentary closing, usually one line below the previous typewritten material, to the right of horizontal centre. The typed company name was used in 56 percent of the letters, usually in all capitals, aligned with the complimentary closing. Fifty-eight percent of the letters had the typed sender's name and typed sender's title.

Reference initials were used in 88 percent of the letters. Twenty-nine percent had the reference initials on the same line as the last line of the closing lines and 27 percent had them one line below the closing lines. SN/tn is an example of the most commonly used style of reference initials. An enclosure notation was used in 26 percent of the letters, below the reference initials. Encl. is an example of the most commonly used style of enclosure notation. A copy notation was

used in 16 percent of the letters, below the reference initials notation or the enclosure notation. cc: is an example of the most commonly used style of copy notation.

Most of the addresses on the envelopes were typed in block style more than five characters to the left of horizontal centre, with closed punctuation. Forty-nine percent of the addresses were typed in upper case letters.

Mukomela (1968)

Using a proportional random sample, stratified by industry, based on the number of secretaries, stenographers and typists employed nationally in each SIC division, Mukomela analyzed 2 264 letters for his doctoral dissertation. He obtained the names of firms for his thoroughly controlled research from Middle Market Directory (1968), Million Dollar Directory (1967), Book of States (1966-67), The Municipal Yearbook (1966), United States Government Organizational Manual (1965-66), Directory of Post Offices (1966), Encyclopedia of Associations (1964), The Public Welfare Directory (1965), Patterson's American Education (1966-67), Martindale-Hubbell Law Directory (1967), and Journal of the American Hospital Association—Hospital Guide Issue (1966).

Forty-three percent of the letters were block style (date line and closing lines not at the left margin) and 37 percent were block style with paragraph indentation. Five character indentation was most commonly used. Mixed punctuation was used in 97 percent of the letters. The date line was most commonly typed at the horizontal centre, 11 to 18

lines from the top of the page. Over 40 percent of the letters had the inside address four to six lines below the date line. Twelve percent of the letters had an attention line or a subject line. Attention: is an example of the most commonly used introductory form of attention line. Re: is an example of the most commonly used introductory form of subject line. The complimentary closing was typed two lines below the body of the letter at the horizontal centre. The typed company name was used in 30 percent of the letters, usually in upper case letters two lines below the complimentary closing. In most of the letters, the typed sender's name was four lines below the typed company or complimentary closing.

Reference initials were used in over 50 percent of the letters, two lines below the closing lines. SEN:tn is an example of the most commonly used style of reference initials. An enclosure notation was used in approximately one third of the letters. A copy notation was used in 15 percent of the letters. cc: is an example of the most commonly used style of copy notation. The blind copy notation, the mailing notation, and the postscript notation were each used in less than 2 percent of the letters.

Ober (1974)

To examine and analyze the kinds of typing tasks assigned to beginning office workers, Ober used a two stage sampling procedure to select firms whose employees supplied typed documents. The population of beginning office workers was stratified by industry in proportion to the number of secretaries, stenographers, and typists employed in

each SIC division.

In the first stage of the sampling procedure, 285 firms were randomly selected. Business firms were selected from the two Dun and Bradstreet Directories Million Dollar Directory (1974) and Middle Market Directory (1974). Firms from educational and kindred services from Patterson's American Education (1974), medical service firms were selected from the American Hospital Association Guide to the Health Care Field (1972), firms from the other professional services were selected from the Martindale-Hubbell Law Directory (1974), and the Encyclopedia of Associations (1974).

In the second stage of the sampling procedure individual workers within the firm were chosen. The employer was asked to select two employees whose surname initials were as close as possible to a letter of the alphabet that was circled in the letter requesting the participation of the firm.

"A total of 173 business letters (33 percent of the total volume of the work samples) were analyzed to determine current practices in style and format of letters in business" (Ober, 1974, p. 93). He also analyzed all of the typing problems of a business nature (943 problems) in the textbooks accounting for 95 percent of the high school typing textbooks sales market. From his detailed analysis, Ober found the most commonly used letter styles to be modified block (date and closing lines not at the left margin, with or without paragraph indentation) and full block style. Seventy-two percent of the letters were typed in modified block style and 27 percent were typed in full block style.

Paragraph indentation was used in 26 percent of the letters, of

which 19 percent had 5 character indentation. Approximately three quarters of the respondents reported using a line length determined by the length of the letter.

An attention line was used in almost 23 percent of the letters. When it was used, it was almost always placed before the salutation. A subject line was used in almost 38 percent of the letters. When used, it was placed before the salutation.

> Not a single letter submitted by industry had the subject line placed below the salutation as advocated in typing texts; and the most common wording used was either "In Re" or "Re" and not the word "Subject". (Ober, 1974, p. 148)

The typed company name was included in 42 percent of the closing lines. The typed sender's name was used in over 80 percent of the letters. Reference initials contained the initials of the sender and typist in almost 90 percent of the letters.

D'Onofrio (1976)

D'Onofrio used Ober's 1974 research as the basis of her research to determine whether Typing II teachers in public secondary schools in Connecticut were aware of the procedures and practices used by beginning office workers. She developed three questionnaires, two completed by the teachers and one completed by the students. On one questionnaire, teachers ranked their perceptions of the procedures and practices used by beginning office workers on the basis of frequency of use. The other questionnaire completed by the teachers provided background data on teachers' education, business education teaching experience, work experience, contacts with the business community, and further education. Students categorized the procedures and practices

used by beginning office workers on the basis of whether or not the procedures and practices were taught in the classroom. Students also ranked the procedures and practices related to typing business papers they were taught in the classroom on the frequency of use. From the 40 schools selected using a table of random numbers, D'Onofrio received 58 usable teacher questionnaires and 575 usable student questionnaires.

Findings of D'Onofrio's research of teachers' perceptions of business working papers typed by beginning office workers similar to findings of Ober's research of the business working papers typed by beginning office workers were the most commonly used letter style was modified block and the complimentary closing and typed sender's name were usually used.

Differences between findings of D'Onofrio's research of teachers' perceptions of business working papers typed by beginning office workers and Ober's research of the business working papers typed by beginning office workers were as follows:

1. Ober found the state name in the inside or letter address typed in full approximately 50 percent of the letters analyzed. D'Onofrio found teachers perceived the two-letter abbreviation most commonly used.

2. Ober found the words "In Re" or "Re" used to introduce the subject line more often than the word "Subject." D'Onofrio found teachers perceived the exact opposite.

3. Ober found the typed company name most commonly omitted in letters. D'Onofrio found that teachers taught students to use the typed company name in most letters.

4. Ober found the initials of both the sender and typist most commonly used in letters. D'Onofrio found that teachers taught students to type only the initials of the typist.

Balsley (1977)

In 1977, Balsley published the results of a second follow-up research study to her 1952 dissertation. Of the 207 firms in this follow-up research, 80 firms were included in both of the previous research studies. Major differences in findings between the 1964 follow-up research and this follow-up research were:

1. an 8 percent decrease in the use of semi-block style and a 9 percent increase in full block style.

2. an 8 percent increase in varying the vertical placement of the date line depending on the length of the letter.

3. a decrease from 14 to 7 different placements of the attention line in relation to the other letter parts.

4. a 6 percent increase in sometimes using a subject line.

5. a decrease from 56 to 27 different practices of vertical placement of the subject line.

6. a 12 percent increase in using the order of inside or letter address, attention line, subject line, and then salutation.

7. a 10 percent decrease in paragraph indentation.

8. a 7 percent increase in always using a complimentary closing.

9. a 14 percent increase in indicating one enclosure with the introductory word Enclosure.

10. a 24 percent increase in the placement of other notations

below the closing lines, not on the same line as the last line of the closing lines.

Lewis (1977)

Lewis's study of the effect of word processing on business letter writing examined the current letter style used by word processing centres in the United States. One thousand firms from the mailing list of Word Processing World were sent questionnaires. The 320 usable questionnaires indicated that 49 percent of the firms used full block style (all lines beginning at the left margin). Thirty percent used modified block (date and complimentary closing begin at the centre point, other lines begin at the left margin) and 17 percent used modified block with indented paragraphs.

Woog (1978)

A Master's thesis by Woog compared the business letter styles taught in high school typing classes with the business letter styles used in business offices in the Minneapolis-St. Paul Metropolitan Areas. Woog listed schools that participated, but she did not indicate how the 67 teachers were selected. A random number table was used to select 100 professional secretarial personnel from a Word Processing Association, a Certified Professional Secretaries organization, and the National Secretaries Association.

Questionnaires completed by the teachers and the professional secretarial personnel indicated that the full block style letter was taught to the competency level in 97 percent of the high schools and

was used exclusively in 48 percent of the businesses. Semi-block style (all lines of each letter part at the left margin, except the date line, the complimentary closing, and the signature line at horizontal centre) was taught to the competency level in 89 percent of the high schools and was used exclusively in 4 percent of the businesses. Sixty-seven percent of the professional secretarial personnel stated that their company provided a manual showing acceptable business letter styles.

Ober (1981)

Ober randomly selected 500 letters, stratified by type of industry, from his larger national research study of the basic vocabulary of written business communication. Findings of Ober's 1981 study not included in his 1974 research study of the business working papers typed by beginning office workers were:

1. 93 percent of the letters had mixed punctuation.
2. the vertical placement of the date was not directly related to the length of the letter.
3. 34 percent of the letters had a copy notation.
4. the most commonly used style of copy notation was cc:.
5. 33 percent of the letters had an enclosure notation.
6. 7 percent of the letters had a blind copy notation.
7. 2 percent of the letters had a postscript notation.

Differences between findings of Ober's 1974 research and 1981 research were:

1. an 11 percent decrease in use of an attention line.

2. a 20 percent decrease in the use of a subject line.

3. a 30 percent decrease in use of typed company name in the closing lines.

4. a 12 percent decrease in use of reference initials.

5. a 35 percent decrease in typing the initials of both the sender and typist.

Summary of Previous Research

The historical overview of related literature revealed that previous business education research has identified current procedures and practices pertaining to business letters. Research data from the business community have been obtained by analyzing letters, conducting personal interviews, and tabulating questionnaire responses. A summary table of the most commonly used letter styles used in the research from 1926 to 1981 was constructed (see Table 2).

Table 2 indicates that various letter styles have been reported in the previous research. In 1934, Malone found indented style most commonly used. In 1936, Crawford determined block style, closely followed by modified block style, was most commonly used. From 1937 to 1947, modified block was most commonly used. From 1947 to 1977, the majority of researchers identified block style as most commonly used. The Canadian study (Graham, 1966) identified modified block style as the most commonly used. The use of full block style generally increased during this time. Lewis (1977) and Woog (1978) found full block style most commonly used. Ober found a 3 percent decrease in the use of full block style between 1974 and 1981.

Table 2

Summary of Most Commonly Used Letter Styles

Year	Researcher(s)	Block	Modified Block	Full Block	Indented
1926	Johnson[1]				
1934	Malone				56%
1936	Crawford	41%	35%		
1937	Donaldson	18%	67%		
1939	Chapman	32%	62%		
1940	Fox[1]		✓ Approximately equal usage.	✓	✓
1942	Haynes and Whitmore	27%	55%		
1947	Bowyer	51%	35%		
1949	Krause	50%	43%		
1952	Balsley[3]	43%	34%	4%	
1962	Rowe[1]		✓		
1962	Perkins and Wiper	47%	47%		
1964	Balsley[3]	39%	24%	13%	
1966	Graham	16%	70%	9%	
1968	Mukomela	43%	37%	12%	
1974	Ober[2]	72% with date and closing lines not at the left margin.		27%	
1976	D'Onofrio[1,2]	✓	✓	✓	
1977	Balsley[3]	34%	16%	22%	
1977	Lewis	30%	17%	49%	
1978	Woog[3]		4%	48%	
1981	Ober[2]	72% with date and closing lines not at the left margin.		24%	

[1]Frequencies and percentages not available.

[2]Distinction between with and without paragraph indentation not made.

[3]Used exclusively.

Divergent practices for typing business letters and envelopes have been reported by the researchers discussed above. In the interest of simplifying the business education curriculum, current letter styles used in business firms should be determined. Further research to help justify curriculum decisions made in Alberta is, therefore, warranted.

Chapter III

PROCEDURES

The purpose of this study is to determine the styles of typewritten business letters and envelopes used in Alberta business firms. The procedures used in conducting this research are presented in five sections: Development of the Problem, Selection of the Participants, Instrumentation, Administration of the Questionnaire, and Statistical Treatment of the Data.

Development of the Problem

The numerous letter styles and rules for placement of the various letter parts presented in typewriting textbooks and the senior high school curriculum guide were a concern. To locate the literature and research studies pertaining to typewritten business letters, a library search was made of the following: (a) Business Education Indexes, (b) Dissertation Abstracts, (c) Educational Resource Information Centre Indexes (ERIC), and (d) Reader's Guide to Periodical Literature.

A research proposal was prepared and presented to a graduate seminar in business education on March 16, 1981. This proposal was also presented to a graduate research class on March 31, 1981. A questionnaire was developed and presented to a graduate research seminar in business education on January 9, 1982.

Selection of the Participants

Defining the Population

The population, business firms in the province of Alberta, was stratified according to the number of stenographers and typists employed in each SIC division. Other business educators who stratified their research population this way are Silverthorn (1955), Graham (1966), Mukomela (1968), and Ober (1974). "This method was first used in Silverthorn's study (1955) of the vocabulary of written business communication and has since been used by others studying business correspondence" (Ober, 1974, p. 34).

Defining the Sample Distribution

The number of employees in stenographic and typing occupations (Statistics Canada Occupations Group 411) in Alberta was located in the 1971 Census of Canada Occupations by Sex for Canada and Provinces, Catalogue 94-717, Volume III. As 25 075 stenographers and typists were employed in Alberta, an attempt was made to determine the number of stenographers and typing occupations in each SIC division. Statistics Canada figures were analyzed in Cameron Library Government Publications, The University of Alberta and in Statistics Canada Library in Edmonton. Employees of Statistics Canada in Edmonton were unable to determine the number of stenographic and typing occupations in each SIC division and contacted Statistics Canada in Ottawa. It was learned that the microfilms, Labour Force and Employed by Occupation, Showing Industry, Class of Worker and Sex (Statistics Canada Detailed Industry and Detailed Occupations for Alberta, 1971)

contained this information.

Analysis of the microfilms revealed that the total of the number of employees in the stenographic and typing occupations for each SIC division was greater than the total reported (25 075) in the 1971 Census of Canada Occupations by Sex for Canada and Provinces. Two additional visits were made to the Edmonton office of Statistics Canada, where employees were unable to explain this difference and contacted the Ottawa office. Detailed checking in Ottawa revealed that there was duplicate information on the printed copy from which the microfilms were made. SIC Division 9 - Finance, Insurance, and Real Estate industry codes 721 to 737 were included twice. The duplicate information was deducted from the summary of the microfilms prepared and the number of employees in the stenographic and typing occupations for each SIC division agreed with the grand total in the 1971 Census of Canada Occupations by Sex for Canada and Provinces. This summary provided the distribution of the sample, based on the number of stenographers and typists in each SIC division (see Table 3).

Selecting the Alberta Firms for the Sample

The Alberta Business Register, compiled by the Alberta Bureau of Statistics, contains information on all firms in Alberta. One of the stratifying variables is SIC. The Director of the Alberta Bureau of Statistics was asked for assistance in obtaining the sample for this study (see Appendix A). The reply stated "It is our policy to offer this service only to government departments and not to the general public" (see Appendix B).

To obtain the names of firms in Alberta in each SIC division, the

Table 3

Alberta Population and Percentages of Stenographers and Typists by SIC Division

	SIC Division	Number of Employees	Percent
1.	Agriculture	85	.34
2.	Forestry	50	.20
3.	Fishing and Trapping	Not applicable to Alberta	
4.	Mines, Quarries, and Oil Wells	1 790	7.14
5.	Manufacturing Industries	1 695	6.76
6.	Construction Industry	775	3.09
7.	Transportation, Communication and Other Utilities	1 610	6.42
8.	Trade	2 420	9.65
9.	Finance, Insurance and Real Estate	3 380	13.48
10.	Community, Business, and Personal Service Industries	8 565	34.16
11.	Public Administration and Defence	4 515	18.01
12.	Industry Unspecified or Undefined	190	.75
	Total	25 075	100.00

Source: Statistics Canada. Labour Force and Employed by Occupation, Showing Industry, Class of Worker and Sex. 1971 Census, Microfilm, pp. 787-803.

following sources were consulted: Cameron Library Government Publications, The University of Alberta; Department of Sociology Population Research Library, The University of Alberta; Rutherford Library Reference Section, The University of Alberta; the Alberta Bureau of Statistics; the Alberta Government Legislature Library; the City of Edmonton Public Library; and the Edmonton office of Statistics Canada. These sources provided directories for: Division 1 - Agriculture, Agricultural Processing & Manufacturing Guide '79; Division 2 - Forestry, A Directory of Primary Wood-Using Industries in Alberta, 1979; Division 5 - Manufacturing Industries, Index of Manufacturers in Alberta; and Division 6 - Construction Industry, Alberta Association 1981 Membership Roster and Buyer's Guide. Directories that were required, but unable to be located were: Division 4 - Mines, Quarries, and Oil Wells; Division 7 - Transportation, Communication, and Other Utilities; Division 8 - Trade; Division 9 - Finance, Insurance, and Real Estate; Division 10 - Community, Business, and Personal Service Industries; and Division 11 - Public Administration and Defence.

Other directories consulted were: Alberta Business to Business; Better Business Bureau Blue Book; Alberta Salary and Wage Survey (1979); and Financial Post Magazine (June 1981). Other agencies contacted were: Alberta Consumer and Corporate Affairs; Alberta Government Financial Services; Alberta Government Telephones; Better Business Bureau of Edmonton; Canada Employment Centre; the City of Edmonton Business Development Department; Division of Educational Research Services, The University of Alberta; Department of Tourism and Small Business; Edmonton Telephones; and Workers' Compensation

Board. These directories and agencies were unable to assist with sampling the required companies. Discussions with several persons from these agencies indicated that the Yellow Pages of the telephone directory would provide the most complete list of firms required for this study.

The Alberta Bureau of Statistics makes The Alberta Business Register available to Alberta Government departments and agencies, especially for statistical purposes. Discussions between employees of the Alberta Government Legislature Library and the Alberta Bureau of Statistics disclosed that The Alberta Business Register could be available for this research. The Alberta Bureau of Statistics was contacted and indicated that they would provide the names of firms. Four days later, they stated they would not provide the names of firms. In November, 1981, the Dean of the Faculty of Education, The University of Alberta, wrote the Deputy Minister of Treasury requesting access to The Alberta Business Register to obtain the names of firms for the sample for this study. Access to this information was not granted because the various information files, from which The Alberta Business Register is composed, were obtained on the condition that the information would be restricted to specific use by Alberta Government departments and agencies.

As The Alberta Business Register was not available and it was not possible to obtain directories for five SIC divisions, a decision was made to use the Yellow Pages of the telephone directories as the source of names of Alberta business firms. Alberta Government Telephones and Edmonton Telephones indicated that each business telephone customer

listed in the white pages is entitled to one free listing in the Yellow Pages. The telephones companies estimated that 99 percent of the business telephone customers listed in the white pages are also listed in the Yellow Pages. The letters from the telephone companies stated that the Yellow Pages categories are based on product or service, as defined in the local area (see Appendixes C and D).

The Sample

Knowing the number of stenographic and typing occupations in each SIC division and having made a decision to use the Yellow Pages to obtain the names of firms for the sample, it was necessary to determine where in Alberta the stenographers and typists were employed. Statistics Canada's Occupation Groups by Sex for Canada, Provinces, and Census Divisions, 1971 Catalogue 94-718 and 1976 Census of Canada Population: Geographic Distribution, Catalogue 92-805 were consulted and Table 4 was constructed.

As approximately 82 percent of the employees were employed in Calgary and Edmonton, with the next largest group being 4 percent, a decision was made to randomly select 300 firms from Calgary and Edmonton for the sample of this study. The SIC divisions were grouped to include an adequate number of firms from each division (see Table 5).

This grouping of firms by SIC division was used to determine the number of firms that were sampled in each SIC division in Calgary and Edmonton (see Table 6).

Using a table of random numbers, generated by the Division of Educational Research Services, Faculty of Education, The University of Alberta, names of firms were selected from the Calgary and District

Table 4

Alberta Population Centres and Percentages Employing Stenographers and Typists

SIC Division	Population Centre	Number of Employees	Percent
1	Medicine Hat	340	1
2	Lethbridge	925	4
3	Cardston, Pincher Creek, Claresholm	165	1
4	Consort	50	0
5	Drumheller	170	1
6	Calgary, County of Rocky View	9 525	38
7	Stettler, Wainwright	220	1
8	Red Deer, Ponoka, Lacombe	690	3
9	Blairmore, Bellevue, National Parks	160	0
10	Camrose, Vegreville, Vermillion	375	1
11	Edmonton, St. Albert, Leduc, Fort Saskatchewan	10 955	44
12	Fort McMurray, St. Paul, Bonnyville	335	1
13	Whitecourt, Westlock	210	1
14	Hinton, Edson	175	1
15	Grande Prairie, Peace River, Slave Lake	780	3
	Total	25 075	100

Source: Statistics Canada. 1976 Census of Canada Population: Geographic Distributions, 92-805.

Table 5

Groups of Alberta Firms by SIC Division

SIC Division		Percent
1,2,3,4	Agriculture, Forestry, Mines, Oil Wells	10
5,6	Manufacturing, Construction	10
7,8	Trade, Transportation, Communication, Other Utilities	15
9	Finance, Insurance, Real Estate	15
10	Community, Business, and Personal Service	30
11	Public Administration	20
	Total	100

Table 6

Sample Selection for Calgary and Edmonton

SIC Division	Percent	Number	Calgary	Edmonton
1,2,3,4	10	30	15	15
5,6	10	30	15	15
7,8	15	45	25	20
9	15	45	20	25
10	30	90	45	45
11	20	60	30	30
Total	100	300	150	150

Yellow Pages, June 1981 and The City of Edmonton and Vicinity Yellow Pages, 1982 (see Appendix E). The classification category in the Yellow Pages for each firm was compared to the SIC division classification. When the classifications were similar, the firm was part of the sample. If the classifications were not similar, or a particular SIC division contained the required number of firms, another firm was chosen. The classification of firms selected was verified with the directories obtained for: Division 1 - Agriculture, Division 2 - Forestry, Division 5 - Manufacturing Industries, and Division 6 - Construction Industry, to assure that these classifications were accurate.

Instrumentation

Development of the Questionnaire

One section of the review of related literature (1926-1982) focused on questionnaire development. Special attention was given to variations in letter style, terminology, and research that utilized a questionnaire. Typewriting textbooks, office procedures textbooks, reference manuals, and the Alberta Education Typewriting 10 20 30 Curriculum Guide 1975 were consulted to determine the letter parts to be analyzed and the possible use, placement, and style of these letter parts. Experience as a classroom teacher was reflected upon.

Balsley developed a questionnaire for her 1952 study and her follow-up studies in 1964 and 1977. As part of the Alberta research was similar to Balsley's study, permission to use her questionnaire as a guide for developing the questionnaire of this study was obtained

(see Appendixes F and G).

The questionnaire for the Alberta study was juried by a graduate research seminar in business education on January 9, 1982, and the feedback was used to improve it.

Development of the Questionnaire Analysis Form

Typewriting textbooks, office procedures textbooks, reference manuals, and the Alberta Education Typewriting 10 20 30 Curriculum Guide 1975 were consulted to determine various responses pertaining to use, placement, and style of letter parts. Possible responses for each question were recorded on the questionnaire analysis form. Following the pilot test additional responses were added to the questionnaire analysis form for some questions (see Appendix H).

Responses for each question were categorized and given a code number for later analysis. Each different response was assigned a separate number code.

Pilot Test

A pilot test was conducted in Edmonton in February 1982 to determine: (a) questions on the questionnaire requiring clarification, (b) the responses that might be expected, (c) the adequacy and comprehensiveness of the questionnaire analysis form, and (d) the ease and time to complete the questionnaire. A questionnaire and an information sheet were sent to six firms where the office manager or secretary was known by the researcher. No attempt was made to stratify these firms by SIC division. The pilot test indicated that the average time required to complete a questionnaire was 20 minutes. Minor changes

were made in the heading of the chart concerning other notations. Some letter part sections such as attention line, subject line, and number of lines below the date line were expanded to include more responses on the questionnaire analysis form. On the basis of peer suggestions, the pilot test, and further study the questionnaire was refined into its final form (see Appendix I).

Administration of the Questionnaire

Five hundred questionnaires were duplicated by Printing Services, Faculty of Education, The University of Alberta. Each business firm in the sample was given an identification number which was written on the questionnaire before the initial mailing. The names and addresses of the firms selected for the sample and the covering letter requesting the completion of a questionnaire were submitted to Publications Services, Faculty of Education, The University of Alberta (see Appendix J). Personalized letters and mailing labels were prepared. Three hundred letters and questionnaires were mailed on February 19, 1982.

Sixty-nine questionnaires were returned by March 15, 1982. Forty-eight were usable; 12 envelopes were returned by the Canada Post office; 5 firms returned their questionnaire, giving an address where the questionnaire should be sent for completion; and 4 firms returned their questionnaire, stating that it could not be completed as they did not mail typed letters.

Between March 20 and April 3, 1982 telephone calls were made to the 231 firms in Calgary and Edmonton who did not return their

questionnaire. Two hundred and seventeen firms were contacted; 14 firms in the sample were no longer in existence. Responses of the 217 firms contacted were: 133 would complete a questionnaire, 36 would not complete a questionnaire, 35 did not mail typed letters, 8 used telephone answering services and could not be personally contacted, 4 sent their questionnaire to head office in another province, and 1 person could not decide whether or not to complete a questionnaire (see Table 7).

Table 7

Telephone Follow-Up
March 20-April 3, 1982

	Number
Would complete questionnaire	133
Would not complete questionnaire	36
Too few letters typed	35
Firm no longer in existence	14
Used telephone answering services	8
Sent questionnaire to head office in another province	4
Undecided	1
Total	231
Returned as of March 15, 1982	69
Total	300

A second personalized letter and mailing labels for the 133 firms that stated they would complete their questionnaire were prepared by Publication Services, Faculty of Education, The University of Alberta.

A questionnaire, the personalized covering letter, and a copy of the first letter were mailed on April 8, 1982 (see Appendix K).

By April 30, 1982, 126 usable questionnaires or 42 percent of the sample of 300 firms had been returned. Twelve envelopes were returned by the Canada Post Office as undeliverable. An additional seven questionnaires were received after the April 30 closing date and were not used (see Table 8).

Table 8

Summary of Responses

	Number	Percent
Returned - included in this study	126	
- after April 30, 1982	17	44
Not returned	94	31
Too few letters typed	35	12
Firm no longer in existence	14	5
Returned by Canada Post as undeliverable	12	4
Used telephone answering service	8	3
Sent questionnaire to head office in another province	4	1
Total	300	100

Statistical Analysis of the Data

The responses on the questionnaires were coded according to the questionnaire analysis form. The coding was transferred from the questionnaire to keypunch coding sheets. Random checks were made to

ensure that the data coded on the questionnaires were correctly transferred to the coding sheets. Eighty-column cards were keypunched by the Division of Educational Research Services, Faculty of Education, The University of Alberta. Each questionnaire required two 80-column cards to record 81 variables of data. The cards were visually inspected for blanks and alphabetic punches. Ten percent of the punch cards were randomly checked to verify the keypunching. No errors were located.

The Statistical Package for Social Sciences (SPSS) was used to analyze the data. The computer printout listed the frequencies and percentages for each question for the 126 respondents, as well as the six SIC categories.

Analysis of Typed Letters and Envelopes

The typed letters returned with the questionnaires were used to verify the responses given on the questionnaires if the responses were unclear or difficult to interpret. The envelopes used to return the questionnaires were analyzed to determine the typewritten formats used on business envelopes.

Construction of Tables

Tables were constructed using the frequencies and percentages of each variable. For frequency of use, all frequencies were listed. For vertical placement, horizontal placement, and style, all frequencies greater than 5 percent were listed and frequencies less than 5 percent were grouped in an "Other" category.

Question 12 of the questionnaire, containing questions on other

notations, was frequently left blank. The respondents who answered the question mixed the interpretation of single spacing and double spacing. In the teaching of typewriting, double space means one blank line between typewritten lines. In general, many people interpret double space as two blank lines between typewritten lines. In analyzing the number of blank lines preceding each notation, it was decided to interpret the responses of double space and one blank line as the same response. This was verified by comparing the responses with the spacing on the typed letter returned with the questionnaire.

Comparisons with Previous Research

After the findings chapter was written, comparisons of this study were made with the findings of previous research and reported in the Conclusions section of Chapter V. These comparisons present a holistic look at research pertaining to business letters. Trends and changes in procedures and practices used to type business letters appear in these comparisons. Summaries and comparisons were made in the most commonly used letter and punctuation styles reported in the research from 1926 to 1982. Research of Graham (1966), Mukomela (1968), Balsley (1977), and Ober (1981) focused on formats used in business correspondence. Graham, Mukomela, and Ober analyzed business letters in their research and Balsley used a questionnaire in her research. A comparison was made of the frequency of use of letter parts of these studies and the present study.

Construction of a Model Business Letter Based on Findings

Using the findings reported in Chapter IV, a business letter using an example of the most frequently used responses was constructed (see page 101).

Storage of the Data

The data of this study are stored in the Department of Secondary Education, The University of Alberta.

Chapter IV

FINDINGS

A questionnaire was developed and sent to 300 business firms in Calgary and Edmonton. These firms were randomly selected in proportion to the number of stenographers and typists employed in each SIC division in Alberta. The findings based on the 126 usable returned questionnaires will serve to determine the typewritten formats of business letters used in Alberta business firms.

Letter Line Length or Margins

The line length of the body of the letter (or margins) can be adjusted according to the length of the letter or a standard line length can be used. With a standard line length, vertical placement of the letter parts can be adjusted according to the length of the letter. Forty-nine percent of the respondents adjusted margins according to the length of the letter. Forty-three percent used a standard line length.

A 60-character to 65-character line were considered to be the same line length because the 65-character line usually includes a 5-character bell allowance. A 70-character line to a 75-character line were also considered the same. Twenty-five percent of the respondents used a 60- to 65-character line and 8 percent used a 70- to 75-character line (see Table 9).

Table 9

Letter Line Length or Margins

Format	Number	Percent
Margins adjusted according to the length of the letter	62	49
Standard line length		
60-character to 65-character line	32	25
70-character to 75-character line	9	8
Other, 8 variations	13	10
No response	10	8
Total	126	100

The Date Line

In the standard style date line no part of the date is abbreviated. The month is typed in full with the day and year in figures, for example; March 20, 1981. The numeric style date line is typed in all numbers, for example; 1981 03 20. It was adopted in 1979 by Canadian Standards Association (C.S.A. Can 3-Z-234.4-79).

The standard style date line was used by 83 percent of the respondents. Ten percent used the numeric style. Other variations were 20 March 1981 and March 20th, 1981.

Forty percent of the respondents varied the vertical placement of the date line depending on the length of the letter. Ten percent usually typed the date line two lines below the letterhead and another 10 percent usually typed it 15 lines from the top of the page.

Placement of usually four and five lines below the letterhead was used by 6 and 5 percent respectively. Other variations were three lines, six lines, and eight lines below the letterhead, and aligned with a specific point in the company logo of the letterhead.

Sixty-five percent of the respondents typed the date line at the left margin. Twenty-five percent began the date line at the horizontal centre. Other variations were to the right of horizontal centre (exact position not given), depends on the letterhead, ends at or near the right margin, and 10 characters to the right of horizontal centre (see Table 10).

The Inside or Letter Address

Thirty-four percent of the respondents varied the vertical placement of the inside or letter address depending on the length of the letter. Thirty-six percent usually typed the inside or letter address three, four, or five lines below the date line. Thirteen percent usually typed it four lines below the date, 12 percent usually typed it five lines below, and 11 percent usually typed it three lines below. Other variations were 5 to 13 lines below the letterhead and 6 lines below the date line.

Ninety-eight percent of the respondents usually typed the inside address at the left margin (see Table 11).

Table 10

The Date Line

Format	Number	Percent
STYLE		
Standard style	104	83
Numeric style	12	10
Other, 5 variations	9	6
No response	1	1
Total	126	100
VERTICAL PLACMENT		
Varies, depending on the length of the letter	50	40
Usually 2 lines below the letterhead	13	10
Usually 15 lines from the top of the page	12	10
Usually 4 lines below the letterhead	7	6
Usually 5 lines below the letterhead	6	5
Other, 17 variations	33	25
No response	5	4
Total	126	100
HORIZONTAL PLACEMENT		
At the left margin	82	65
At the centre point	31	25
Other, 6 variations	11	8
No response	2	2
Total	126	100

Table 11

The Inside or Letter Address

Format	Number	Percent
VERTICAL PLACEMENT		
Varies, depending on the length of the letter	43	34
Usually 4 lines below the date line	16	13
Usually 5 lines below the date line	15	12
Usually 3 lines below the date line	14	11
Usually 2 lines below the date line	8	6
Usually 6 lines below the date line	6	5
Other, 14 variations	18	14
No response	6	5
Total	126	100
HORIZONTAL PLACEMENT		
Usually at the left margin	124	98
No response	2	2
Total	126	100

The Attention Line

The attention line is used to direct a letter to a specific person or department when the letter is addressed to a business firm. It was usually used by 72 percent of the respondents and sometimes used by 19 percent (see Table 12).

Table 12

Use of the Attention Line

Use	Number	Percent
Usually used	90	72
Sometimes used	24	19
Rarely used	4	3
Never used	6	5
No response	2	1
Total	126	100

Twenty-five different styles of attention line were used. Sixteen percent of the respondents using the attention line capitalized major words only, for example; Attention: Mr. R. D. Smith. Fifteen percent underscored the attention line and capitalized major words only, for example; Attention: Mr. R. D. Smith. Twelve percent of the respondents typed the attention line in upper case letters, for example; ATTENTION: MR. R. D. SMITH; and 11 percent typed the name with the first letter capitalized, for example; ATTENTION: Mr. R. D. Smith. Nine percent of the firms underscored the attention line, in upper case letters, for example; ATTENTION: MR. R. D. SMITH.

Eighty-three percent of the respondents typed the attention line two lines below the inside address. Seven percent typed it three lines below the inside address. Other variations were from one to six lines below the inside address.

The attention line was typed at the left margin by 98 percent of the respondents. Other horizontal placements were indented, beginning at the horizontal centre, and beginning under the date line (see Table 13).

Table 13

Format of the Attention Line

Format	Number	Percent
STYLE		
Attention: Mr. R. D. Smith	19	16
Attention: Mr. R. D. Smith	18	15
ATTENTION: MR. R. D. SMITH	14	12
ATTENTION: Mr. R. D. Smith	13	11
ATTENTION: MR. R. D. SMITH	11	9
Other, 20 variations	38	33
Not indicated	5	4
Total	118*	100
VERTICAL PLACEMENT		
2 lines below the inside address	98	83
3 lines below the inside address	8	7
Other, 7 variations	12	10
Total	118*	100
HORIZONTAL PLACEMENT		
At the left margin	115	98
Other, 3 variations	3	2
Total	118*	100

*118 or 94 percent of the respondents used the attention line.

The Salutation

Ninety-six percent of the respondents used the salutation. It was typed two lines below the inside address or attention line by 80 percent of the respondents. Ninety-eight percent of the respondents usually typed the salutation at the left margin (see Table 14).

Table 14

The Salutation

Use and Format	Number	Percent
USE		
Usually used	118	94
Never used	5	4
Sometimes used	2	1
Rarely used	1	1
Total	126	100
VERTICAL PLACEMENT		
2 lines below the inside address or attention line	97	80
3 lines below the inside address or attention line	13	11
Other, 6 variations	10	8
Not indicated	1	1
Total	121*	100
HORIZONTAL PLACEMENT		
Usually at the left margin	119	98
Not indicated	2	2
Total	121*	100

*121 or 96 percent of the respondents used the salutation.

The Subject Line

The subject line is a reference or title to the body of a letter. It was usually used by 71 percent of the respondents and sometimes used by 19 percent (see Table 15).

Table 15

Use of the Subject Line

Use	Number	Percent
Usually used	89	71
Sometimes used	24	19
Never used	9	7
Rarely used	3	2
No response	1	1
Total	126	100

Twenty-eight different styles of subject lines were used. Twenty percent of the respondents underscored the subject line and capitalized major words only, for example; Re: Overdue Accounts. Eighteen percent capitalized major words only, for example; Re: Overdue Accounts. Eleven percent typed the subject line in upper case letters, for example; RE: OVERDUE ACCOUNTS. Sixty-one percent of the respondents using the subject line used variations in the introductory word "re." Twenty-one percent used variations in the introductory word "subject." The remaining 18 percent did not use an introductory word in the subject line.

Sixty-five percent of the respondents typed the subject line two lines below the salutation. Other variations were two or three lines

below the attention line and two lines below the inside address. Sixty-five percent of the respondents typed the subject line at the left margin (see Table 16).

Table 16

Format of the Subject Line

Format	Number	Percent
STYLE		
Re: Overdue Accounts	22	20
Re: Overdue Accounts	21	18
RE: OVERDUE ACCOUNTS	13	11
RE: OVERDUE ACCOUNTS	6	5
RE: Overdue Accounts	6	5
OVERDUE ACCOUNTS	6	5
Other, 22 variations	38	33
Not indicated	4	3
Total	116*	100
VERTICAL PLACEMENT		
2 lines below the salutation	75	65
Other, 11 variations	21	18
Not indicated	20	17
Total	116*	100
HORIZONTAL PLACEMENT		
At the left margin	75	65
Centred	35	30
Other, 5 variations	6	5
Total	116*	100

*116 or 92 percent of the respondents used the subject line.

The Body of the Letter

Eighty-one percent of the respondents typed the body of the letter two lines below the salutation. Six percent typed it three lines below the salutation. Other variations were four lines below the salutation, and one and one-half lines below the salutation (see Table 17).

Table 17

The Body of the Letter

Vertical Placement	Number	Percent
2 lines below the salutation	102	81
3 lines below the salutation	8	6
Other, 8 variations	15	12
Not indicated	1	1
Total	126	100

Paragraph Indentation

Seventy-one percent of the respondents did not indent paragraphs in letters. Seventeen percent used 5-character indentations and 6 percent used 10-character indentations. Other variations were 2-, 6-, 8-, and 18-character indentations (see Table 18).

Table 18

Paragraph Indentation

Paragraphs	Number	Percent
No indentation	90	71
5 character indentation	21	17
10 character indentation	8	6
Other, 6 variations	7	6
Total	126	100

The Complimentary Closing

The complimentary closing is a formal closing in a letter, used in all letter styles except the simplified style. It was used by 98 percent of the respondents, usually used by 94 percent. It was typed two lines below the last line of the body of the letter by 83 percent of the respondents. Seven percent typed it three lines below the last line of the body of the letter. Other variations were four, five, six, and eight lines below the last line of the body of the letter.

The complimentary closing was typed in six horizontal locations across the page. Sixty-five percent of the respondents typed the complimentary closing at the left margin. Twenty-eight percent typed it beginning at the horizontal centre. Six percent typed the complimentary closing to the right of the horizontal centre, 3 percent did not specify the exact location, 2 percent typed it 10 characters to the right and 1 percent typed it five characters to the right of the horizontal centre. No respondents indicated that the complimentary closing ended at or near the right margin (see Table 19).

Table 19

The Complimentary Closing

Use and Format	Number	Percent
USE		
Usually used	120	94
Sometimes used	2	2
Never used	2	2
Used if salutation used	1	1
Rarely used	1	1
Total	126	100
VERTICAL PLACEMENT		
2 lines below the last line of the body of the letter	103	83
3 lines below the last line of the body of the letter	8	7
Other, 9 variations	13	10
Total	124*	100
HORIZONTAL PLACEMENT		
At the left margin	80	65
At the centre point	35	28
Other, 5 variations	9	7
Total	124*	100

*124 or 98 percent of the respondents used the complimentary closing.

The Typed Company Name

The use of the typed company name in the closing lines of letters is optional, as it is part of the letterhead. However, it is required for legal purposes in some letters. The typed company name was used by 44 percent of the respondents; 40 percent usually used it (see Table 20).

Table 20

Use of the Typed Company Name

Use	Number	Percent
Never used	69	55
Usually used	51	40
Rarely used	3	2
Sometimes used	2	2
No response	1	1
Total	126	100

Of the respondents using the typed company name, 89 percent typed it in upper case letters. Seven percent capitalized major words.

Sixty-seven percent of the respondents typed the company name two lines below the complimentary closing. Other variations were one to eight lines below the complimentary closing.

Sixty-five percent of the respondents typed the company name at the left margin. It was typed at the horizontal centre by 27 percent of the respondents (see Table 21).

Table 21

Format of the Typed Company Name

Format	Number	Percent
STYLE		
In upper case letters	50	89
Major word(s) capitalized	4	7
Not indicated	2	4
Total	56*	100
VERTICAL PLACEMENT		
2 lines below the complimentary closing	37	67
1 line below the complimentary closing	5	9
1½ lines below the complimentary closing	3	5
6 lines below the complimentary closing	3	5
Other, 6 variations	7	12
Not indicated	1	2
	56*	100
HORIZONTAL PLACEMENT		
At the left margin	37	65
At the centre point	15	27
Centred under the closing lines	2	4
Not indicated	2	4
Total	56*	100

*56 or 44 percent of the respondents used the typed company name.

The Typed Sender's Name

To clearly identify the sender of a letter, the typed sender's name may be part of the closing lines. Ninety-eight percent of the respondents usually used the typed sender's name. It was typed in 18 vertical locations in the letter. Seventy percent of the respondents typed the sender's name four, five, or six lines below the previous material (the complimentary closing or the typed company name). It was typed four lines below the previous material by 35 percent of the respondents, five lines below by 18 percent, and six lines below by 17 percent. Other variations were from one to eight lines below the previous material. Six percent of the respondents varied the vertical placement depending on the length of the letter.

The typed sender's name was typed at the left margin by 63 percent of the respondents. Twenty-seven percent typed it beginning at the horizontal centre. Other variations were 5 to 10 characters to the right of the horizontal centre and aligned with a specific point in the letterhead (see Table 22).

The Sender's Title

The sender's title indicates the sender's position in the firm. The department of firm may be used rather than the sender's title. Not all letters contain the sender's title. Ninety-three percent of the respondents included the sender's title in the closing lines. Eighty-eight percent usually used it. Five vertical placements were used. Ninety-one percent typed it one line below the typed sender's

Table 22

The Typed Sender's Name

Use and Format	Number	Percent
USE		
Usually used	124	98
Rarely used	1	1
Never used	1	1
Total	126	100
VERTICAL PLACEMENT		
4 lines below the complimentary closing	28	22
5 lines below the complimentary closing	16	13
4 lines below the typed company name	16	13
6 lines below the complimentary closing	14	11
6 lines below the typed company name	8	6
5 lines below the typed company name	6	5
Other, 12 variations	20	16
Not indicated	17	14
Total	125*	100
HORIZONTAL PLACEMENT		
At the left margin	79	63
At the centre point	34	27
Other, 4 variations	8	7
Not indicated	4	3
Total	125*	100

*125 or 99 percent of the respondents used the typed sender's name.

name. Other variations were two lines below the typed sender's name, same line as the typed sender's name, seven lines below the complimentary closing, and seven lines below the last paragraph of the letter.

Sixty-seven percent of the respondents typed the sender's title at the left margin. Twenty-six percent began typing it at the horizontal centre. Similar to the typed sender's name, the other variations were 5 to 10 characters to the right of the horizontal centre or aligned with a specific point in the letterhead (see Table 23).

Other Notations

Question T2 on the questionnaire was frequently left blank. No trends were discernable for those who responded. The use of other notations is variable (see Appendix L). The highest frequencies of responses were: 89 percent always used the reference initials notation; 65 percent never used the postscript notation; 64 percent sometimes used the enclosure notations; 57 percent never used the blind copy notation; 53 percent sometimes used the handling notation; 44 percent sometimes used the copy notation; and 41 percent never used the mailing notation. The majority of respondents left zero, one, or two blank lines between the notations and the previously typed material (see Appendix M).

Table 23

The Sender's Title

Use and Format	Number	Percent
USE		
Usually used	111	88
Never used	8	6
Sometimes used	4	3
Rarely used	2	2
No response	1	1
Total	126	100
VERTICAL PLACEMENT		
1 line below the sender's name	106	91
Other, 4 variations	7	6
Not indicated	4	3
Total	117*	100
HORIZONTAL PLACEMENT		
At the left margin	78	67
At the centre point	30	26
Other, 4 variations	6	5
Not indicated	3	2
Total	117*	100

*117 or 93 percent of the respondents used the sender's title.

Format of the Reference Initials Notation

For future reference purposes, it is necessary to identify the typist of each letter. The initials of the typist are placed in the lower left corner of the letter. It is not necessary to include the sender's initials as part of the reference initials provided the sender's name appears in the closing lines. However, 61 percent of the respondents included the initials of the sender and typist in the reference initials.

Eighteen styles were used to type the reference initials. The diagonal was used more often than the colon to separate the initials of the sender and typist. The most common style was the sender's initials in upper case letters and the typist's initials in lower case letters. The sender's initials are represented by SN or SEN and the typist's initials are represented by tn or tin. Twenty-nine percent of the respondents used SN/tn, 13 percent used SEN/tin, 12 percent used SEN/tn, and 8 percent used SN:tn. Some of the other variations were TN, SN/TN, and SN/tin.

Over 75 percent of the respondents placed the reference initials after the sender's name and/or title and the copy notation.

Ninety-seven percent of the respondents typed the reference initials at the left margin (see Table 24).

Table 24

Format of the Reference Initials Notation

Format	Number	Percent
STYLE		
SN/tn	31	29
SEN/tin	14	13
SEN/tn	13	12
SN:tn	9	8
tn	7	7
SEN:tn	7	7
/tn	6	6
Other, 11 variations	14	13
Not indicated	5	5
Total	106*	100
VERTICAL PLACEMENT		
After sender's name and/or title, before enclosure notation	81	76
After sender's name and/or title, after copy notation	8	8
Other, 2 variations	7	7
No response	10	9
Total	106*	100
HORIZONTAL PLACEMENT		
At the left margin	103	97
Not indicated	3	3
Total	106*	100

*106 or 84 percent of the respondents used the reference initial notation.

Format of the Enclosure Notation

Twenty-three styles of enclosure notation were used. Twenty-two of these styles used some form of the word "enclosure," 64 percent were abbreviated. Over 10 percent of the respondents capitalized the form of the word "enclosure." The most commonly used styles were: Enclosure(s), 22 percent; Encl., 20 percent; and Enc., 11 percent.

Approximately 70 percent of the enclosure notations were typed after the reference initials. Twenty-two percent were typed after the sender's name and/or title, before the reference initials.

All respondents using the enclosure notation typed it at the left margin (see Table 25).

Format of the Copy Notation

If an extra copy of the letter is made, a copy notation indicates where the copy is sent. The traditional style of copy notation, using some form of the introductory element cc, was used by 63 percent of the firms. The three styles most frequently used were cc:, 29 percent; c.c., 16 percent; and cc., 8 percent. Some of the other variations used were c., CC, p.c., xc, and x.c.

Fifty-eight percent of the respondents typed the copy notation after the reference initials and/or enclosure notation.

Of the 126 respondents, 84 percent typed the copy notation at the left margin (see Table 26).

Table 25

Format of the Enclosure Notation

Format	Number	Percent
STYLE		
Enclosure(s)	25	22
Encl.	23	20
Enc.	13	11
encl.	8	7
enclosure(s)	6	5
Other, 18 variations	33	28
Not indicated	8	7
Total	116*	100
VERTICAL PLACEMENT		
After reference initials	80	69
After sender's name and/or title	26	22
Not indicated	10	9
Total	116*	100
HORIZONTAL PLACEMENT		
At the left margin	116	100
Total	116*	100

*116 or 92 percent of the respondents used the enclosure notation.

Table 26

Format of the Copy Notation

Format	Number	Percent
STYLE		
cc:	27	29
c.c.	15	16
cc.	8	8
Other, 5 variations	13	13
Not indicated	32	34
Total	95*	100
VERTICAL PLACEMENT		
After reference initials and/or enclosure notation	55	58
After enclosure notation or typed sender's title, before reference initials	7	7
After closing lines, before other notations	4	4
Not indicated	29	31
Total	95*	100
HORIZONTAL PLACEMENT		
At the left margin	80	84
Not indicated	15	16
Total	95*	100

*95 or 75 percent of the respondents used the copy notation.

Format of the Blind Copy Notation

The blind copy notation indicates that a copy of the letter was made and distributed without informing the addressee. Respondents using the blind copy notation used eight different styles. Eighty-seven percent of the respondents used an abbreviated form of the notation. The notations b.c.c. and bcc: were each used by 15 percent of the respondents. Ten percent used bc:. Some other variations used were bcc, bcc., BLIND C.C. and BLIND COPY.

One third of the respondents using the blind copy notation typed it after the copy notation. Thirteen percent typed it before the copy notation, after the reference initials and enclosure notation. Other variations were after the sender's name and/or title, beside the copy notation, and at the top of the letter.

Seventy-two percent of the respondents typed the blind copy notation at the left margin (see Table 27).

Format of the Mailing Instruction Notation

Letters sent as first class mail do not require special mailing instructions. When a letter is to receive mailing priority, such as Air Mail, Special Delivery, or Registered, a notation is typed in the letter. The mailing instruction is also typed or a postal sticker is placed on the envelope.

Thirty-seven percent of the respondents typed the mailing instruction notation in upper case letters, underscored, for example; REGISTERED. Seventeen percent typed it in upper case letters, not

Table 27

Format of the Blind Copy Notation

Format	Number	Percent
STYLE		
b.c.c.	6	15
bcc:	6	15
bc:	4	10
Other, 7 variations	13	32
Not indicated	11	28
Total	40*	100
VERTICAL PLACEMENT		
After copy notation	13	33
After reference initials and enclosure notation	5	13
Other, 3 variations	4	9
Not indicated	18	45
Total	40*	100
HORIZONTAL PLACEMENT		
At the left margin	29	72
At the centre point	1	3
Not indicated	10	25
Total	40*	100

*40 or 33 percent of the respondents used the blind copy notation.

underscored. It was typed in upper case letters, double underscored by 6 percent of the firms. The other variations were major words capitalized, underscored; major words capitalized, in quotation marks; and in upper case letters, in quotation marks.

With the exception of two respondents, the mailing instruction was typed at the top of the letter. Thirty-five percent of the respondents typed it before the inside address (after the date line). Eleven percent typed it before the date line. Some other vertical placements were on the same line as the date line, after the inside address, and after the other notations. One respondent typed the mailing instruction notation on the envelope and not in the letter.

Five variations of horizontal placement were used. Sixty percent of the respondents typed the mailing instruction notation at the left margin. Eleven percent typed it in the upper right-hand section of the letter. Ten percent typed it beginning at the horizontal centre (see Table 28).

Format of the Handling Instruction Notation

A notation is typed in the letter if a letter is personal or requires special attention when received, for example; Please Forward or Hold for Arrival. The handling instruction may be typed on the envelope.

More firms reported using a handling notation than a mailing notation. Similar to the mailing notation, the handling notation was most often typed in upper case letters. Approximately 40 percent of the respondents typed the handling notation in upper case letters,

Table 28

Format of the Mailing Instruction Notation

Format	Number	Percent
STYLE		
In upper case letters, underscored	23	37
In upper case letters, not underscored	11	17
In upper case letters, double underscored	4	6
Other, 4 variations	6	10
Not indicated	19	30
Total	63*	100
VERTICAL PLACEMENT		
Before inside address or after date line	22	35
Before date line	7	11
Other, 8 variations	19	30
Not indicated	15	24
Total	63*	100
HORIZONTAL PLACEMENT		
At the left margin	38	60
Upper right-hand section of the letter	7	11
At the centre point	6	10
Other, 2 variations	2	4
Not indicated	10	15
Total	63*	100

*63 or 49 percent of the respondents used the mailing instruction notation.

underscored, for example; CONFIDENTIAL. Twelve percent typed it in upper case letters, not underscored. Some other variations were major words capitalized, underscored; and in upper case letters, double underscored.

The handling notation was typed in 11 vertical locations. The most common placement was before the inside address (after the date line). Forty-two percent of the respondents typed the handling notation in this location. Twelve percent typed it before the date line and 9 percent typed it after the inside address. Some of the other placements used were opposite the date line, after the saluation, and before the letter reference number (at the top of the letter). Two respondents typed the handling notation on the envelope and not in the letter.

Five horizontal placements were used. Sixty-five percent of the respondents typed the handling notation at the left margin and 9 percent typed it beginning at the horizontal centre. The three other horizontal placements used were the upper right-hand section of the letter, indented 10 characters, and back-spaced from the right margin (see Table 29).

Format of the Postscript Notation

The postscript notation indicates an afterthought or emphasizes a particular point in the letter. Over 50 percent of the respondents used P.S. and 12 percent used p.s. Eighty-five percent of the respondents typed the postscript notation at the left margin (see Table 30).

Table 29

Format of the Handling Instruction Notation

Format	Number	Percent
STYLE		
In upper case letters, underscored	29	39
In upper case letters, not underscored	9	12
Other, 6 variations	12	16
Not indicated	25	33
Total	75*	100
VERTICAL PLACEMENT		
Before inside address or after date line	31	42
Before date line	9	12
After inside address	7	9
Other, 8 variations	13	17
Not indicated	15	20
Total	75*	100
HORIZONTAL PLACEMENT		
At the left margin	49	65
At the centre point	7	9
Other, 3 variations	7	10
Not indicated	12	16
Total	75*	100

*75 or 61 percent of the respondents used the handling instruction notation.

Table 30

Format of the Postscript Notation

Format	Number	Percent
STYLE		
P.S.	17	52
p.s.	4	12
Other, 3 variations	3	9
Not indicated	9	27
Total	33*	100
VERTICAL PLACEMENT		
Last notation in the letter	13	40
Not indicated	20	60
Total	33*	100
HORIZONTAL PLACEMENT		
At the left margin	28	85
Not indicated	5	15
Total	33*	100

*33 or 27 percent of the respondents used the postscript notation.

Letter Style Used in Letters

Using the letter styles defined in this study and the responses from the questionnaires, the letter styles reported were 58 percent full block, 22 percent modified block, and 20 percent block (see Table 31).

Table 31

Letter Style Used in Letters

Style	Number	Percent
Full block	73	58
Modified block	28	22
Block	25	20
Total	126	100

Punctuation Style Used in Letters

The typed letters returned with the questionnaires were analyzed to determine the punctuation style used. Eighty-two percent of the respondents used mixed punctuation, 16 percent used closed punctuation and 2 percent used open punctuation (see Table 32).

Table 32

Punctuation Style Used in Letters

Style	Number	Percent
Mixed	69	82
Closed	13	16
Open	2	2
Total	84	100

Size of Type Used

The typed letters returned with the questionnaires were analyzed to determine the size of type used. Seventy-nine percent of the respondents used elite type. Twenty-one percent used pica type (see Table 33).

Table 33

Size of Type Used

Size	Number	Percent
Elite	66	79
Pica	18	21
Total	84	100

Punctuation Style Used on Envelopes

The envelopes used to return the questionnaires were analyzed to determine the punctuation style used. Eighty-five percent of the respondents used open punctuation on the envelope. Thirteen percent used closed punctuation. The punctuation style on two envelopes could not be identified. One envelope was destroyed by the Department of Secondary Education, The University of Alberta (see Table 34).

Table 34

Punctuation Style Used on Envelopes

Style	Number	Percent
Open	107	85
Closed	16	13
Style unable to be identified	2	1
Envelope not available	1	1
Total	126	100

Format of the Envelope

Seventy percent of the questionnaires were returned in envelopes larger than 8½ by 11 inches. Eighteen percent of the envelopes had at least one mailing label attached. Ninety percent had the first letter of major words typed in capitals. Ten percent of the addresses on the envelopes were more than single-spaced.

The city was capitalized by 65 percent of the respondents. Thirty-three percent typed the city in upper case letters.

Ninety percent of the respondents typed the province in full, capitalized, not underscored. Sixty-three percent typed the postal code as the last line of the address (see Table 35).

Table 35

Format of the Envelope

Format	Number	Percent
CITY		
Major word(s) capitalized, not underscored e.g. Edmonton	82	65
In upper case letters, not underscored e.g. EDMONTON	42	33
Major word(s) capitalized, underscored e.g. Edmonton	1	1
Envelope not available	1	1
Total	126	100
PROVINCE		
Typed in full, major word(s) capitalized, not underscored e.g. Alberta	112	90
Typed in full, upper case letters, not underscored e.g. ALBERTA	7	5
Standard abbreviation e.g. Alta.	5	3
Two letter abbreviation e.g. AB	1	1
Envelope not available	1	1
Total	126	100
POSTAL CODE		
Last line of the address	79	63
Same line as the last line of the address	6	5
Not used	40	31
Envelope not available	1	1
Total	126	100

Word Processors

Nearly 60 percent of the respondents did not use word processors. Thirty-eight percent used word processors. Two percent of the respondents reported word processors were being installed in their firms.

Twenty-two types of word processors were used by the 48 respondents using them. Twenty-three percent of the respondents used MICOM equipment, 15 percent used AES equipment, and 6 percent used Xerox equipment. Three respondents reported using some type of microcomputer equipment for word processing.

Thirty-five percent of the respondents reported that word processors had no effect on the formats used for typewritten correspondence. Twenty-three percent reported there was an increase in standardization of formats used for business correspondence and reports in their firms. Eight percent of the respondents reported that in their firms word processors were not used for business correspondence (see Table 36).

Table 36

Word Processors

Use	Number	Percent
Not used	73	58
Used	48	38
Being installed	3	2
Head office use only	1	1
No response	1	1
Total	126	100
Type, if used		
MICOM	11	23
AES	7	15
XEROX	3	6
WANG	2	4
PCC 2000	2	4
Other, 17 types	19	40
Type unknown, used in another branch	4	8
Total	48*	100
Effect on typewritten correspondence, if used		
No effect	17	35
Increase standardization of formats	11	23
Not used for business letters	4	8
Other	6	13
Not indicated	10	21
Total	48*	100

*48 or 38 percent of the respondents used word processors.

Chapter V

SUMMARY, CONCLUSIONS, AND RECOMMENDATION

The typewritten business letter continues to be a primary component of written communication. Changes that occur in the formats used to type business letters and envelopes should be reflected in business education curriculum. The problem of the present study was to determine the styles of typewritten business letters and envelopes used in Alberta business firms. The purpose of this study was to provide business educators with current data from the business community. Business education programs at all levels should provide students with letter and envelope styles that are currently used in business firms.

Summary of Procedures

The population of this study was all business firms in the province of Alberta. This population was stratified according to the number of stenographers employed in each Standard Industrial Classification (SIC) division in Alberta. As a source or directory could not be obtained for Alberta business firms in five Standard Industrial Classification (SIC) divisions, a decision was made to use the Yellow Pages of the telephone directories as the source of names of Alberta business firms. As approximately 82 percent of the stenographers and typists in Alberta are employed in Calgary and Edmonton, with the next largest group being 4 percent, a decision was made to randomly select 300 business firms

from Calgary and Edmonton as the sample of this study.

A questionnaire was developed from an analysis of related research and literature, suggestions from a graduate research seminar in business education, and the questionnaire formerly used by Balsley (1952, 1964, and 1977). A questionnaire analysis form was developed from an analysis of typewriting textbooks, office procedures textbooks, reference manuals, and the Alberta Education Typewriting 10 20 30 Curriculum Guide 1975. A pilot test was conducted to determine: (a) questions on the questionnaire requiring clarification, (b) the responses that might be expected, (c) the adequacy and comprehensiveness of the questionnaire analysis form, and (d) ease and time to complete the questionnaire.

A refined questionnaire was mailed to 300 business firms in Calgary and Edmonton. Sixty-nine questionnaires were returned after this initial mailing. Follow-up telephone calls were made to the 231 business firms in Calgary and Edmonton who did not return their questionnaire. Follow-up letters and questionnaires were mailed to 133 business firms. In total, 133 or 44 percent of the questionnaires were returned. The findings of this study were based on 126 questionnaires, as 7 questionnaires were received after the return deadline.

The returned questionnaires were coded using the questionnaire analysis form. The coded responses were transferred to computer coding sheets and 80-column cards were keypunched. The Statistical Package for Social Sciences (SPSS) was used to analyze the data. Tables were constructed from the computer printout which listed the frequencies and percentages for each question for the total

respondents and the six Standard Industrial Classification (SIC) groups. Comparisons with previous research from 1926 to 1982 were made for the most commonly used letter styles and the most commonly used punctuation styles. A comparison was made of the frequency of use of letter parts of the research findings of Graham (1966), Mukomela (1968), Balsley (1977), Ober (1981), and this study.

Summary of Findings

Analysis of the data collected revealed the following major findings.

Letter Line Length or Margins

Forty-nine percent of the respondents adjusted the line length of the letter (or margins) according to the length of the letter. Forty-three percent used a standard line length and adjusted the vertical placement of the letter parts.

The Date Line

Eighty-three percent of the respondents used the standard style date line, for example; March 20, 1981. The vertical placement of the date line depended on the length of the letter. Forty percent of the respondents followed the practice of varying the vertical placement of the date line. Sixty-five percent typed it at the left margin.

The Inside or Letter Address

The length of the letter also affected the vertical placement of the inside or letter address. Thirty-four percent of the respondents varied the vertical placement of the inside or letter address depending

on the length of the letter. Ninety-eight percent typed it at the left margin.

The Attention Line

The attention line was used by 94 percent of the respondents. The most frequently used style was Attention: Mr. R. D. Smith. Eighty-three percent typed the attention line two lines below the inside address. Ninety-eight percent typed it at the left margin.

The Salutation

Ninety-six percent of the respondents used the salutation. It was typed two lines below the inside address or attention line by 80 percent of the respondents. Ninety-eight percent typed it at the left margin.

The Subject Line

Approximately 90 percent of the respondents used the subject line. The most commonly used style was Re: Overdue Accounts. Sixty-five percent typed the subject line two lines below the salutation and at the left margin.

The Body of the Letter

Over 80 percent of the respondents typed the body of the letter two lines below the salutation.

Paragraphs

Seventy-one percent of the respondents did not indent paragraphs.

The Complimentary Closing

Almost all of the respondents, 98 percent, used the complimentary closing. Eighty-three percent typed it two lines below the last line of the body of the letter. The most common horizontal placement was at the left margin.

The Typed Company Name

Fifty-five percent of the respondents never used the typed company name. When it was typed, 89 percent of the respondents typed it in upper case letters. Sixty-seven percent typed the company name two lines below the complimentary closing. Sixty-five percent typed it at the left margin.

The Typed Sender's Name

The typed sender's name was used by 99 percent of the respondents. Thirty-five percent typed the sender's name four lines below the previous material. Sixty-three percent typed it at the left margin.

The Sender's Title

Approximately 90 percent of the respondents used the sender's title. Ninety-one percent typed it one line below the typed sender's name. It was typed at the left margin by 67 percent of the respondents.

The Use of Other Notations

Eighty percent of the respondents always used the reference initials notation. The enclosure notation, copy notation, and handling notation were sometimes used by 64 percent, 44 percent, and 53 percent

respectively. The mailing instruction notation was sometimes and never used by an equal number of respondents (41 percent). Fifty-seven percent never used the blind copy notation and 65 percent never used the postscript notation.

The Number of Blank Lines Preceding Other Notations

Except for the enclosure notation, two blank lines were left between notations. One blank line preceded the enclosure notation.

Other Notations Formats

The most commonly used styles and percentage of use of other notations were:

Notation	Style	Percent
Reference initials	SN/tn	29
Enclosure	Enclosure(s)	22
Copy	cc:	29
Blind copy	b.c.c.	15
Mailing instruction	upper case letters, underscored	37
Handling instruction	upper case letters, underscored	39
Postscript	P.S.	52

The order of vertical placement of the other notations following the closing lines was:

1. reference initials notation
2. enclosure notation
3. copy notation

4. blind copy notation

5. postscript notation.

The mailing instruction notation and the handling instruction notation were typed in the top area of the letter; after the date line, before the inside address. The order of vertical placement could not be determined for the mailing instruction notation and the handling instruction notation.

The majority of firms typed all of the other notations at the left margin.

The Letter Style Used in Letters

Fifty-eight percent of the respondents used full block style in letters.

The Punctuation Style Used in Letters

Eighty-two percent of the respondents used mixed punctuation in letters.

The Size of Type Used

Nearly 80 percent of the respondents used elite type.

The Envelope Format

The major word(s) of the city name was/were capitalized, not underscored by 65 percent of the firms, for example; Edmonton. Ninety percent of the respondents typed the province name in full, major word(s) capitalized, and not underscored, for example; Alberta. The two letter abbreviation for Alberta (AB) was used by one respondent. Sixty-three percent of the respondents typed the postal code as the

last line of the address. Open punctuation was used on 85 percent of the envelopes.

Use of Word Processors

Fifty-eight percent of the respondents did not use word processors. Twenty-three percent of the respondents using word processors used MICOM equipment and 15 percent used AES equipment. Thirty-five percent reported that word processors had no effect on the formats used for typewritten correspondence.

Conclusions

Conclusions drawn from the findings presented in Chapter IV are presented in two sections: Conclusions Based on the Findings of this Study and Conclusions Based on Previous Research.

A. Conclusions Based on the Findings of this Study

1. Different formats are used to type business letters and envelopes in Alberta business firms. The differences in format are minimal for some letter parts and there are many variations in format for other letter parts.

2. Full block is the most commonly used letter style in Alberta business firms.

3. The practice of using a standard line length in letters and adjusting the vertical placement of the letter parts is approximately equal in usage to the practice of adjusting margins according to the letter length. The trend appears to be toward using a standard line length.

4. Mixed punctuation is the most commonly used punctuation style in letters in Alberta business firms.

5. Open punctuation is the most commonly used punctuation style on envelopes in Alberta business firms.

6. On envelopes, the major words of the city name are capitalized and not underscored.

7. On envelopes, the province name is typed in full, major words are capitalized, and not underscored.

B. Conclusions Based on Previous Research

1. Full block letter style appears to be increasing in use. Table 37, "Summary of the Most Commonly Used Letter Styles," presents information from 1926 to 1982.

2. Mixed punctuation has been the most commonly used punctuation style since the early 1940's. Graham (1966) identified closed punctuation as the most commonly used style. Table 38, "Summary of the Most Commonly Used Punctuation Styles," presents information from 1926 to 1982.

3. This study generally reports findings similar to previous research examining business letter styles. Graham (1966), Mukomela (1968), Balsley (1977), Ober (1981), and McConaghy (1982) examined the formats used to type business letters. The procedures used to determine the letter formats were different. The research of Graham, Mukomela, and Ober analyzed actual business letters. Questionnaires were analyzed by Balsley and McConaghy. Table 39, "Comparison of the Frequency of Use of Letter Parts," presents a comparison for these five studies.

Table 37

Summary of Most Commonly Used Letter Styles

Year	Researcher(s)	Block	Modified Block	Full Block	Indented
1926	Johnson[1]				
1934	Malone				56%
1936	Crawford	41%	35%		
1937	Donaldson	18%	67%		
1939	Chapman	32%	62%		
1940	Fox[1]		✓	✓	✓
			Approximately equal usage		
1942	Haynes and Whitmore	27%	55%		
1947	Bowyer	51%	35%		
1949	Krause	50%	43%		
1952	Balsley[3]	43%	34%	4%	
1962	Rowe[1]		✓		
1962	Perkins and Wiper	47%	47%		
1964	Balsley[3]	39%	24%	13%	
1966	Graham	16%	70%	9%	
1968	Mukomela	43%	37%	12%	
1974	Ober[2]	72% with date and closing lines not at the left margin		27%	
1976	D'Onofrio[1,2]	✓	✓	✓	
1977	Balsley[3]	34%	16%	22%	
1977	Lewis	30%	17%	49%	
1978	Woog[3]		4%	48%	
1981	Ober[2]	72% with date and closing lines not at the left margin		24%	
1982	McConaghy	20%	22%	58%	

[1]Frequencies and percentages not available.

[2]Distinction between with and without paragraph indentation not made.

[3]Used exclusively.

Table 38

Summary of Most Commonly Used Punctuation Styles

Year	Researcher(s)	Open	Mixed	Closed
1926	Johnson[1]			
1934	Malone[1]			
1936	Crawford[1]			
1937	Donaldson	25%		50%
1939	Chapman	21%		59%
1940	Fox[1]			
1942	Haynes and Whitmore		39%	28%
1947	Bowyer		89%	
1949	Krause		84%	12%
1952	Balsley		80%	
1962	Rowe[1]			
1962	Perkins and Wiper		99%	
1964	Balsley		80%	
1966	Graham[2]		16%	38%
1968	Mukomela		97%	
1974	Ober[1]			
1976	D'Onofrio[1]			
1977	Balsley		81%	
1977	Lewis[1]			
1978	Woog[1]			
1981	Ober		93%	
1982	McConaghy		82%	16%

[1]Frequencies and percentages not available.

[2]Closed punctuation with its variations was approximately 77%.

Table 39

Comparison of the Frequency of Use of Letter Parts

Item	Graham 1966	Mukomela 1968	Balsley 1977	Ober 1981	McConaghy 1982
Attention line	27%	13%	92%	12%	94%
Salutation	99%	98%	98%	*	96%
Subject line	26%	12%	87%	28%	92%
Complimentary closing	99%	99%	99%	*	98%
Typed company name	56%	32%	43%	20%	44%
Typed sender's name	89%	92%	91%	*	99%
Sender's title	73%	83%	87%	78%	93%
Reference initials notation	88%	81%	86%	82%	84%
Enclosure notation	26%	34%	94%	33%	92%
Copy notation	16%	16%	98%	34%	75%
Blind copy notation	1%	1%	*	7%	33%
Mailing instruction notation	2%	1%	66%	*	49%
Handling instruction notation		*		*	61%
Postscript notation	1%	1%	*	2%	27%

*Frequencies and percentages not available.

Research using the business letters allows the researcher to examine the actual letter format. It does not allow the researcher to examine the format of the letter parts which are not in the letters. The business firms may use letter parts which were not included in the sample letters analyzed by the researcher. Research using a questionnaire allows the researcher to determine the actual format used for the letter parts. The actual frequency of use cannot be determined. If a typed letter is returned with the questionnaire, the letter format can be examined.

4. The practice of adjusting margins according to the length of the letter is declining. The practice of using a standard line length and adjusting the vertical placement of the letter parts is increasing. Ober (1974) found that 25 percent of the workers in the sample of his research study used the same margins in letters, regardless of the length of the letter. Balsley (1977) found that 99 percent of the respondents used only one practice in setting the line length. This study determined that 43 percent of the respondents used a standard line length.

Construction of a Model Business Letter Based on Findings

The most commonly used letter writing practices identified in this study have been incorporated into a model business letter (see page 101).

August 10, 1982

REGISTERED

CONFIDENTIAL

Canadian Grain Commission
Government of Canada
6020 - 11 Street S.E.
Calgary, Alberta
T2H 2L7

Attention: Mr. R. D. Smith

Gentlemen:

Re: Most Commonly Used Letter Style and Letter Formats

This letter illustrates the most commonly used letter style and letter formats used in Alberta business firms. There is an increase in the use of a standard line length with adjustments in the vertical placement of the letter parts. The attention line, salutation, subject line, and body of the letter are typed two lines below the previous typewritten material. Paragraphs are not indented.

The complimentary closing is usually typed two lines below the last line of the body of the letter. The typed company name is usually not used. The typed sender's name is usually typed four lines below the complimentary closing, immediately followed by the sender's title.

The mailing instruction notation and handling instruction notation are typed at the top of the letter. The order of placement of these two notations could not be determined. The order of placement of the reference initials notation, enclosure notation, copy notation, blind copy notation, and postscript notation is given below. There are usually two blank lines between these notations, except the enclosure notation which is preceded by one blank line.

The enclosed letter illustrates full block letter style with mixed punctuation.

Yours truly,

G. W. McConaghy
Business Educator

GMcC/nd

Enclosure

c.c. Ms. L. Jones

P.S. The blind copy notation as typed at the left margin below the copy notation as: b.c.c. Mr. F. Booth

Recommendations for Business Education Curriculum

Based on the findings of this study, the following recommendations for business education curriculum are made.

1. The business education curriculum should present the most commonly used letter styles to students. In Alberta business firms, the letter styles used are: full block (58 percent) modified block (22 percent), and block (20 percent).

2. The business education curriculum should present the most commonly used punctuation styles in letters to students. In Alberta business firms, the punctuation styles used are: mixed (82 percent), closed (16 percent), and open (2 percent).

3. As the practice of using a standard line length and adjusting the vertical placement of the letter parts is increasing, students should not adjust margins according to the length of the letter. Students should use a standard line length for all letters and adjust the vertical placement of the letter parts. This will encourage decision making by the students.

4. It is not necessary for students to be familiar with all variations used to type letter parts. Students should be presented with the most commonly used formats.

5. Students should use reference and style manuals to determine the formats of infrequently used letter styles and letter parts.

Recommendations for Further Study

Based on the findings of this study, the following recommendations for further research are made.

1. A study should be conducted to determine current letter and envelope styles used in business firms in Alberta by size of firm.

2. A national study should be conducted to determine current letter and envelope styles used in business firms in Canada.

3. A study should be conducted to determine differences between type of business firm and letter typing procedures and practices used in each type of firm. A comparison should be made of each item within each letter part by the type of business firm.

4. A study should be conducted to determine if word processing affects letter styles used in business firms.

BIBLIOGRAPHY

BIBLIOGRAPHY

Alberta. Alberta Agriculture. Agricultural processing and manufacturing guide '79. Edmonton: Queen's Printer, 1979.

Alberta. Alberta Economic Development. Index of manufacturers in Alberta. Edmonton: Queen's Printer, 1979.

Alberta. Alberta Education. The seventy-sixth annual report 1980-1981. Edmonton: Queen's Printer, 1982.

Alberta. Alberta Education. Typewriting 10 20 30 curriculum guide 1975. Edmonton: Queen's Printer, 1975.

Alberta. Alberta Energy and Natural Resources. A directory of primary wood-using industries in Alberta, 1979. Edmonton: Queen's Printer, 1979.

Alberta. Alberta Government Telephones. Calgary and district yellow pages, June, 1981. Calgary: Alberta Directory Publishers, 1981.

Alberta. Alberta Treasury. Alberta salary and wage rate survey: Twenty-third annual report 1979. Edmonton: Queen's Printer, 1980.

Alberta Construction Association. 1981 membership roster and buyers guide. Edmonton: Authors, 1981.

Balsley, I. W. A comprehensive analysis of current transcription practices in business firms. Unpublished doctoral dissertation, Indiana University, 1952.

_____. Current practices in transcription in 392 business firms. Ruston: Louisana Polytechnic Institute, 1964.

_____. Current transcription practices in business firms. Cincinnati: South Western Publishing Co., 1977.

Better Business Bureau of Edmonton and Northern Alberta. Blue book. Edmonton: Authors, 1981.

Bowyer, L. L. A study of letter styles and punctuation used in current business correspondence. Unpublished master's thesis, Kansas State Teachers College, 1947.

Calhoun, C. C. (Ed.). Guide to research in business education. Reston, Virginia: National Business Education Association, 1976.

Canada. Statistics Canada. Detailed industry and detailed occupations for Alberta, 1971. Ottawa: The Minister of Industry, Trade, and Commerce, 1971.

Canada. Statistics Canada. 1971 census of Canada: Occupations by sex for Canada and provinces. Catalogue 94-717. Ottawa: The Minister of Industry, Trade, and Commerce, 1971.

Canada. Statistics Canada. 1976 census of Canada population: Geographic distributions. Catalogue 92-805. Ottawa: The Minister of Industry, Trade, and Commerce, 1976.

Canada. Statistics Canada. Occupations by sex for provinces and census divisions, 1971 census of Canada. Catalogue 94-718. Ottawa: The Minister of Industry, Trade, and Commerce, 1971.

Canada. Statistics Canada. Standard industrial classification manual. Ottawa: The Minister of Industry, Trade, and Commerce, 1970.

Casady, C. P., & Casady, M. Are you teaching the most functional letter style? Journal of Business Education, 1977, 52(7), 313, 315-316.

Chapman, G. A. An evaluation of business letters. Unpublished master's thesis, University of Chicago, 1939.

Crawford, E. I. A survey of training needed by secretaries. Unpublished master's thesis, University of Southern California, 1936.

Donaldson, E. C. Current business correspondence standards. The Business Education World, 1937, XII, 21-22.

D'Onofrio, M. J. Connecticut Typing II teachers' perceptions of business working papers typed by beginning office workers. (Doctoral dissertation, Ohio State University, 1976). Dissertation Abstracts International, 1976-77, 37, 3963A-5402A. (University Microfilms No. DBJ77-02387)

Edmonton. Edmonton Telephones. The City of Edmonton and vicinity yellow pages, 1982. Edmonton: Authors, 1981.

Farmer, G. M., Graham, E. J., & Jenkins, L. M. Business applications in typewriting. Agincourt, Ontario: Gage, 1976.

Fox, F. G. New trends in letter styling. The Business Education World, 1940, XXI, 292-294.

Graham, E. J. Current practices in typewritten business letters in Canada. Unpublished master's thesis, University of Alberta, 1966.

G. T. E. Directories Canada Ltd. Alberta business to business. Calgary: Authors, 1980.

Hay-Ellis, P. J., & McConnell, M. A. Pitman office handbook. Toronto: Copp Clark Pitman, 1982.

Haynes, B. R., & Whitmore, I. W. Mechanics of business letter writing. Knoxville: University of Tennessee, 1942.

Hillestad, M. Research: Process and product. St. Peter, Minneapolis Delta Pi Epsilon Service Bulletin No. 1, 1976-77.

Huckabay, R. Weaknesses of past and present. In C. Hall (Ed.), Business education: An evaluative inventory. National Business Education Yearbook, No. 6. Washington, D.C.: The Association, 1968.

Huffman, H. Why business educators should prepare to teach for the emergent office. Business Education Forum, 1971, 26(2), 7-9.

Johnson, R. I. English expression. Bloomington, Illinois: Public School Publishing Company, 1926.

Krause, R. Teaching the right letter styles? Business Education World, 1949, 30, 144-146.

Kutie, R., & Huffman, V. The WP book. New York: Wiley, 1980.

Lacy, A. How business educators should prepare to teach for the emergent office. Business Education Form, 1971, 26(3), 3-7.

Lanham, F. W. et al. Development of performance goals for a new office and business education learning system (NOBELS) (Final Report, Project No. 8-0414, USOE Grant No. OEG-0-0-080414-373(083)). Columbus, Ohio: Ohio State University, Centre for Research and Leadership Development in Vocational and Technical Education, April 1970.

Lewis, S. D. The effect of word processing on business letter writing (Doctoral dissertation, University of North Dakota, 1977). Dissertation Abstracts International, 1978-79, 39, 1A-1162A. (University Microfilms No. DDK78-10317)

Malone, Sister M. E. Criteria for the mailable letters. Journal of Business Education, 1934, IX, 13-14.

Melhan, J. R., & Pasewark, W. K., & Oliverio, M. E. Clerical office procedures (5th ed.). Cincinnati: South-Western, 1973.

Mukomela, K. D. The structure and design of typewritten business letters: An analysis of selected variables (Doctoral dissertation, University of North Dakota, 1968). Dissertation Abstracts International, 1969, 29, 3257A-3928A. (University Microfilms No. 69-8542)

The 1981 ranking of Canada's 500 largest companies. The Financial Post 500, June, 1981, pp. 74-118.

Norris, C. How education and industry can work cooperatively. National Business Education Quarterly, 1969, 37(4), 36-44.

Ober, B. S. An analysis of the business working papers typed by beginning office workers (Doctoral dissertation, Ohio State University, 1974). Dissertation Abstracts International, 1974-75, 35, 3941A-5580A. (University Microfilms No. 75-3156)

_____. The physical format of business letters. Business Education World, 1981, 62(1), 8, 11, 22.

Perkins, E. A., & Wiper, R. E. The modern look in business letter arrangement. Business Teacher, 1962, XXXIX, 5.

Popham, E. L., Schrag, A. F., & Blockhus, W. A teaching learning system for business education. New York: McGraw-Hill, 1975.

Reid, G. A. Modern office procedures (2nd ed.). Toronto: Copp Clark Pitman, 1978.

Rowe, J. L., Lloyd, A. C., & Winger, F. E. Typing 300 (Vol. 1 and Vol. 2), Canadian Edition. Toronto: McGraw-Hill, 1973.

Sparling, A. E. Complete course in office procedures (4th ed.). Toronto: McGraw-Hill, 1975.

Ubelacker, S. D., Delaney, M. R., & Allan, D. J. Canadian college typing. Toronto: Copp Clark Pitman, 1979.

Waldo, C. N. Closing the classroom/business world relevancy gap. Journal of Business Education, 1974, 50(2), 86.

Westgate, D. G. Office procedures 2000. Toronto: Gage, 1977.

Woog, A. K. B. A comparison of business letter styles taught in high school typing classes and business letter styles used in business and industry in the Minneapolis-St. Paul metropolitan area. Unpublished master's thesis, University of Minnesota, 1978.

APPENDICES

APPENDIX A

LETTER TO THE ALBERTA BUREAU OF STATISTICS

DEPARTMENT OF SECONDARY EDUCATION
FACULTY OF EDUCATION
THE UNIVERSITY OF ALBERTA

June 3, 1981

Mr. Harvey Ford
Director, Alberta Bureau of Statistics
7th Floor, F.W. Haultain Building
10820 - 98 Avenue
EDMONTON, Alberta
T5K 0C8

Dear Mr. Ford:

For a Master of Education thesis Gerry McConaghy intends to survey the Alberta business community to determine the type-written formats of letters and envelopes used in business. The results of his thesis will be used by business educators, curriculum developers, and textbook authors. The provincial business education curriculum should be based on the procedures and practices used by Alberta businesses. This curriculum will assist students in their personal growth and career development in our rapidly advancing and technological society.

When working on his thesis proposal in March Gerry received assistance from Mr. Melvin Wong and Dr. Zachary Jacobson, of the Technical Services Division of your office. It would be appreciated if Gerry could work further with these people and have the Alberta Bureau of Statistics draw the sample for his study in the fall.

The demand of the study is for extensive and careful sampling to ensure internal and external validity. The sampling should be drawn from more than what is readily available or convenient. It is imperative that every Alberta business have an equal opportunity of being included. The Alberta Bureau of Statistics would guarantee the necessary validity.

The cooperation and assistance of your office would be greatly appreciated.

Sincerely,

Sandra Ubelacker

Dr. Sandra Ubelacker
Associate Professor

SU/ef

c.c.: Melvin Wong
Zachary Jacobson
Gerry McConaghy

338 EDUCATION SOUTH, EDMONTON, ALBERTA, CANADA • T6G 2G5 • TELEPHONE (403) 432-3674

APPENDIX B

LETTER FROM THE ALBERTA BUREAU OF STATISTICS

Alberta

TREASURY

Alberta Bureau of Statistics
403/427-3058
Telex 037-2137
7th Floor, Sir Frederick W. Haultain Building
10820 - 98 Avenue
Edmonton, Alberta, Canada
T5K 0C8

File: S - PRO 0043

30-Jul-81

Dr. S. Ubelacker
Faculty of Education
Department of Secondary Education
University of Alberta
EDMONTON, Alberta
T6G 2G5

Dear Dr. Ubelacker:

Re: Request for a Sample From the Alberta Business Register to Determine the Typewritten Formats of Letters and Envelopes Used in Business

Regarding your request for assistance, we regret that we are unable to provide your student, Mr. Gerry McConaghy, with a sample from the Alberta Business Register. It is our policy to offer this service only to government departments and not to the general public.

We regret that Mr. Wong and Dr. Jacobson are no longer with our office. If Mr. McConaghy requires further assistance on his thesis he may contact the undersigned.

Yours truly,

Neil McCoy
Head, User Services

NMcC:cc

APPENDIX C

LETTER FROM ALBERTA GOVERNMENT TELEPHONES

AGT

Directory Department
E-27 Floor
411 - 1 Street S.E.
Calgary, Alberta
T2G 4Y5

Our File No. D-3-D

February 5, 1982

Gerry McConaghy
4 - 9131 - 99 Street
Edmonton, Alberta
T6E 3V9

Dear Sir:

In answer to your query regarding Yellow Pages, I am able to supply you with the following brief policy as implemented by AGT.

(1) Each Business telephone is entitled to one free listing; in regular type; free of charge, in the white pages.

In addition a business who subscribes to a business telephone is entitled to one listing of his buisness name, address, and phone number in the yellow pages under the catagory that applies to his business. One such listing is provided free of charge for each separate business telephone number.

(2) The catagories, heading, or classifications which ever you prefer, are listed in alphabetical order in the yellow pages. Major headings are established that suitably describe a product or service rendered by a business.

Where the service or product heading maybe known under different terminology a reference heading maybe included. New or changed headings are established by requests from business firms. We have a committee of three (3) who meet as required to approve or reject such requests.

I hope this supplies you with your requirements.

Yours very truly,

ALBERTA GOVERNMENT TELEPHONES

B. F. Stanhope
DIRECTORY PRODUCTION MANAGER

BFS/fw

APPENDIX D

LETTER FROM EDMONTON TELEPHONES

directory advertising

10006 - 149 st. mailing address p.o. box 20500, edmonton, alberta T5J 2R4

yellow pages

Our Reference # 01703

1982 02 05

Mr. Jerry McConaghy
Faculty of Education
University of Alberta
338 Education South
Edmonton, Alberta
Tg6 2G5

SUBJECT: YELLOW PAGES HEADINGS AND LISTINGS

All business customers with other than non-published numbers are allowed to be listed under one heading in the Yellow Pages free of charge.

If the need for a new heading or changes to existing headings arise either through a customer request, internal request or other directory company requests, the Yellow Pages Heading board assesses them.

The first area that would be looked into is a documented summary of all Yellow Page headings within each Canadian directory company. This document is updated by "Tele-Direct" in Montreal through the heading changes forwarded to them by all Canadian directory companies.

Another concern would be the local need for a heading, verses the national need.

What may be acceptable and discussed in Edmonton may not necessarily be the same in Montreal or Newfoundland for example.

At all times the user, the public, is considered as to whether the change would make it easier for the public to use the Yellow Pages.

con't

The board made up of Directory Sales Manager, Directory Production Manager and Directory Product and Research Manager, vote on whether the heading request should be agreed to.

All heading requests and decisions by the board are formally documented and forms are completed and forwarded to areas concerned.

Customers who requested a heading change and/or those effected by the change are either contacted by letter, phone or in person prior to the following directory close off date.

Changes to headings are accepted up to two months prior to the directory close off date.

E T Tutschek

E.T. (Eva) Tutschek
Directory Sales Manager

ET/tl

APPENDIX E

MASTER LIST OF BUSINESS FIRMS

MASTER LIST OF BUSINESS FIRMS

Number	Business Firm
001-150 Edmonton	
151-300 Calgary	
001	Western Stockyards Ltd.
002	Interprovincial Pipe Line Limited
003	United Farmers of Alberta Cooperative Ltd.
004	Aquarius Resources Ltd.
005	South Edmonton Feed Mill Ltd.
006	Oliver Agricultural Supply
007	Boreal Forestry Services Ltd.
008	Western Ecological Services Ltd.
009	Pedology Consultants
010	Echo Bay Mines
011	Amoco Canada Petroleum Ltd.
012	Dome Petroleum Ltd.
013	Suncor Inc.
014	Western Canadian Explorers Ltd.
015	Viking Oil & Gas Ltd.
016	McGavin's
017	Demco Incorporated
018	Forest Construction Ltd.
019	Victoria Park Management Ltd.
020	S. J. Groves & Sons Ltd.
021	Marv-Holland Industries Ltd.
022	Cote & Flato Electric Ltd.
023	Armco Canada Ltd.
024	Royal Rubber Stamp Co. Ltd.
025	Kosowans General Woodwork Ltd.
026	Mastercraft Cabinet Manufacturing Ltd.
027	Boreal Machine Ltd.
028	Galaxy Machine & Mfg. Co. Ltd.
029	Mr. Mattress Maker Western Ltd.
030	Diversified Steel Products Manufacturing Ltd.
031	The Archer's Den
032	Alberta Offroad Equipment Limited
033	Nicholson Chevrolet Oldsmobile
034	Yellow Cab
035	Yellow Head Honda
036	Koch Mercury
037	Pioneer Warehousing Ltd.
038	MacCosham Storage & Distribution Centres Ltd.
039	Traveland Cobra Co. Ltd.
040	Muttart Builders' Supplies Ltd.
041	Economy Floorcoverings
042	W E L Industrial Sales Ltd.
043	Action Distributors

Number	Business Firm
044	International Paints (Canada) Ltd.
045	Woodward Stores Ltd.
046	Accent Draperies
047	National Drapery
048	Central Copy Centre Ltd.
049	Northside Eavestroughing Ltd.
050	Ideal Rewind Services
051	CKRA 96
052	Canadian Utilities Limited
053	Edmonton Telephones - City of Edmonton
054	Wardair Canada (1975) Ltd.
055	Northern Alberta Railways Co.
056	Mercantile Bank of Canada
057	Leibo Insurance Services Ltd.
058	Commonwealth Mortgage Ltd.
059	Investors Syndicate Realty Ltd.
060	Standard Life Assurance Company
061	Block Bros Realty Ltd.
062	Century 21 Barnes Realty Ltd.
063	Sicoli Realty Co. Ltd.
064	Royal Trust Real Estate
065	National Trust Company Limited
066	Oxford Insurance Agency Ltd.
067	The Co-operators
068	The Canada Life Assurance Company
069	Banner Insurance Limited
070	Toronto Dominion Bank
071	Canadian Imperial Bank of Commerce
072	Midland Financial Services
073	Saxton Group Limited
074	Westform Property Management Ltd.
075	G. Thomson Realty Ltd.
076	Stephen H. Challen, C. A.
077	Boulay Associates
078	Alberta Motor Association
079	Vincent Henry Audio Visual Systems Ltd.
080	Tilden
081	Alberta Carpet Cleaning
082	Servicemaster of Edmonton
083	Kodiak Carpet Care (1973) Ltd.
084	Rug Doctor Canada
085	Cariboo Catering Ltd.
086	Edmonton School of Ballet
087	Info2000
088	Riley's Reproductions & Printing Co. Ltd.
089	Discovery Tours Ltd.
090	Wood TV & Appliance Service Ltd.
091	Pesco Exterminators
092	John E. Mayes
093	Universal Answering Service

Number	Business Firm
094	Edmonton Environmental Waste
095	William Huff Advertising Ltd.
096	Mattcon Security Services Ltd.
097	Hotel Vega
098	Dr. W. Green & Associates Ltd.
099	Cargill-Kirkpatrick Design Consultants Ltd.
100	Fleetwood Leasing Co. Ltd.
101	Edmonton Public Library - City of Edmonton
102	Lang Locksmiths Ltd.
103	Superior Lumber Ltd.
104	String Machine and Welding Ltd.
105	Xerox Canada Ltd.
106	Advision Communications Ltd.
107	Londonderry Optical Dispensaries
108	Parker and Ford Optical Ltd.
109	Shopper's Optical (Canada) Ltd.
110	The Concorde
111	T. C. Eid Professional Corporation
112	Birks Art Gallery Ltd.
113	Wanagas Plumbing & Heating Ltd.
114	Riteway Plumbing & Heating (1978) Ltd.
115	Economy Mechanical Services
116	Young Drivers of Canada
117	Concordia College
118	Hillcrest Junior High School
119	Victoria Composite High School
120	Taylor-Martin Career Development
121	Resource Economics Branch - Alberta Government
122	Land Titles - Alberta Government
123	Alberta Securities Commission - Alberta Government
124	Fish and Wildlife Division - Alberta Government
125	Alberta Home Mortgage Corporation - Alberta Government
126	Mediation Services - Alberta Government
127	Alberta Planning Commission Board - Alberta Government
128	Travel Alberta - Alberta Government
129	Utilities and Telephones - Alberta Government
130	Workers Compensation Board - Alberta Government
131	Air Transport - Government of Canada
132	Canada Immigration Centre - Government of Canada
133	Auditor General - Government of Canada
134	Crown Assets Disposal Corporation - Government of Canada
135	External Affairs Canada - Government of Canada
136	Edmonton Health Centre - Government of Canada
137	Department of Justice - Government of Canada
138	Public Works Canada - Government of Canada
139	Department of Secretary of State - Government of Canada
140	Veterans Services - Government of Canada
141	Assessment Department - City of Edmonton
142	City Clerk's Department - City of Edmonton
143	Executive Services - City of Edmonton

Number	Business
144	Local Board of Health - City of Edmonton
145	Licenses and Licensing - City of Edmonton
146	Edmonton City Police - City of Edmonton
147	Executive Services - City of Edmonton
148	Zoning Department - City of Edmonton
149	Business Development Department - City of Edmonton
150	Royal Alexandra Hospital
151	Alberta Wheat Pool
152	Bearspaw Logging Services Ltd.
153	Dawson Dau & Associates Ltd.
154	Porter Land Ltd.
155	Canadian Ranch & Farm Services Ltd.
156	Arrowhead Drilling Ltd.
157	Can-Tex Drilling & Exploration Ltd.
158	Simmons Drilling Ltd.
159	E. Ward Drilling (1968) Ltd.
160	Baltic Drilling (1979) Ltd.
161	Elco Mining Ltd.
162	Hallmac Mines Ltd.
163	Davies Exploration Logging Ltd.
164	Wollex Exploration
165	Dayton Creek Silver Mines Ltd.
166	Atomic Press Ltd.
167	Tri-West Building Systems (Alberta) Ltd.
168	Debro Inc.
169	Skillful Construction Ltd.
170	Davis Wire Industries Ltd.
171	Custom Structures by Thompson Ltd.
172	Norem Construction Ltd.
173	Woodmann Developments
174	Accent Signs
175	Alberta Distillers Limited
176	Irvine Interiors Ltd.
177	Alberta Tank Ltd.
178	Citation Cabinets Ltd.
179	R. Braucht & Sons
180	Central Paving Ltd.
181	Okanagan Helicopters Ltd.
182	Obsco Beauty Supply
183	Windsor Plywood & Building Supplies
184	Primco (P W L) Ltd.
185	Calgary Transit - City of Calgary
186	Dreger's Kitchen Corner
187	Farwil Corporation
188	Altel Data
189	Allied Communications Limited
190	Perma-Shine
191	Thermaspa Pools Ltd.
192	Curtis and Loucks Ltd.
193	Classic Jewellers Ltd.
194	Cascade Limousine Service Ltd.

Number	Business Firm
195	Beaver Manufactured Homes
196	Eastgate Building Supplies
197	Trans Alta Utilities
198	McDonald Supply Ltd.
199	CKUA Radio
200	United Grain Growers Ltd.
201	Toronto Dominion Bank
202	Inglewood Credit Union
203	Canada Life Mortgage Services Ltd.
204	Cuthco Realty Ltd.
205	Moir Realty Ltd.
206	The Bank of Nova Scotia
207	Royal Bank of Canada
208	National Bank of Canada
209	Toronto Dominion Bank
210	Continental Illinois Canada Ltd.
211	Westburne Agencies Ltd.
212	Pearce Kennedy & Associates
213	Scoville Insurance Agency
214	Family Life Assurance Group
215	Bishop-Morrow Insurance
216	D K Insurance Agencies
217	Rogers & Zielsdorf
218	Mutual of Omaha Insurance
219	Brick Real Estate Ltd.
220	Century 21
221	Eastcal Realty Ltd.
222	K J M Developments Ltd.
223	Richman Real Estate (Calgary)
224	Showcase Realty Ltd.
225	Montreal Trust
226	Accutax Bookkeeping Ltd.
227	Bilmar Accounting Services
228	The Sibbald Group
229	Roy Wilson & Associates
230	Eskimo Refrigeration Ltd.
231	Hertz Rent A Car
232	Dual-Clean Corporation Ltd.
233	Standen's Limited
234	Delmar Beauty Salon & School Ltd.
235	Glenmore Beauty School Ltd.
236	W. E. Greer Limited
237	Dixon Camera & Optics Ltd.
238	Kensington Floor Coverings (1979) Ltd.
239	Daily Cleaners
240	Riverstone Condominiums Ltd.
241	Datagraphics Alberta Ltd.
242	Energy Software Systems
243	I B I Group
244	R J's Van Gallery

Number	Business Firm
245	Allied Equipment Ltd.
246	Hardy Associates (1978) Ltd.
247	United Janitorial Services
248	Professional Excavators Ltd.
249	Geowest Maps
250	Hanson & Company
251	Calgary General Hospital
252	Henry's Installation Services Ltd.
253	Calgary Pawnship Centre
254	Sterling Personnel
255	A Touch of Class Dog Salon
256	Dr. L. A. M. Jardine
257	Dr. D. K. Goddard
258	Mr. Pizza
259	Young Men's Christian Association
260	City Wide Refrigeration
261	Bob's Restaurants
262	The Long Bar
263	Silver Crown Inn
264	Domac Roofing
265	A R T Engraving Co.
266	Changes Unlimited
267	Granton Institute of Technology
268	Father Lacombe Senior High School
269	William Aberhart Senior High School
270	St. Patrick Elementary Board
271	Development Appeal Board - City of Calgary
272	Local Board of Health - City of Calgary
273	City Hall Health Centre - City of Calgary
274	License Department - City of Calgary
275	Parks and Recreation - City of Calgary
276	The Planetarium - City of Calgary
277	Personnel Services - City of Calgary
278	Tax Division - City of Calgary
279	Recreation and Parks - Alberta Government
280	Electric System - City of Calgary
281	Animal Health Division - Government of Canada
282	Land Titles Office - Alberta Government
283	Auditor General - Alberta Government
284	Disaster Services - Alberta Government
285	Energy and Natural Resources - Alberta Government
286	Department of the Environment - Alberta Government
287	Housing and Public Works - Alberta Government
288	Renfrew Recovery Centre - Alberta Government
289	Social Services - Alberta Government
290	Alberta Government Telephones - Alberta Government
291	Citizenship Court - Government of Canada
292	Consumer and Corporate Affairs Canada - Government of Canada
293	Employment and Immigration Canada - Government of Canada

Number	Business Firm
294	Environment Canada - Government of Canada
295	Labour Canada - Government of Canada
296	Northern Pipeline Agency - Government of Canada
297	Department of National Defence - Government of Canada
298	Department of Veterans Affairs - Government of Canada
299	National Film Board - Government of Canada
300	Canadian Grain Commission - Government of Canada

APPENDIX F

LETTER TO DR. BALSLEY

DEPARTMENT OF SECONDARY EDUCATION
FACULTY OF EDUCATION
THE UNIVERSITY OF ALBERTA

October 1, 1981

Dr. Irol Balsley
Administrative Services
University of Arkansas
33rd Street and University Avenue
Little Rock, AR 72224

Dear Dr. Balsley:

I find your research on transcription practices in business firms very interesting and informative. Your 1952 study and follow-up studies of 1964 and 1977 provide valuable information for business educators and the business community as they reflect the changes that occurred in business transcription practices.

Limited research of this nature has been done in Canada. I feel that the formats of business letters may not be similar to those of the United States because of our tradition in British Education. For my research in the Master of Education program, I am interested in analyzing the typewritten formats of letters and envelopes used by Albertan business offices. This study will not look at interoffice memorandums, writing numbers, abbreviating, and capitalization. A few questions to determine the effects of word processing on business letters and envelopes will be included. Follow-up interviews will be conducted in a few selected firms.

Permission to use questions similar to those developed for your research would be appreciated. A working draft of my proposal and questionnaire is enclosed. You will notice the similarity of many of the questions. Comments and suggestions are welcome.

Sincerely yours,

Gerald McConaghy

Enclosure

cc Dr. S. Ubelacker, Advisor

338 EDUCATION SOUTH, EDMONTON, ALBERTA, CANADA • T6G 2G5 • TELEPHONE (403) 432-3674

APPENDIX G

LETTER FROM DR. BALSLEY

UNIVERSITY OF ARKANSAS AT LITTLE ROCK
33RD AND UNIVERSITY · LITTLE ROCK, ARKANSAS 72204 · 501/569-3000

Faculty Emeriti

Mailing Address:
6501 - 15th Avenue West
Bradenton, Florida 33529

October 17, 1981

Mr. Gerald McConaghy
Department of Secondary Education
The University of Alberta
338 Education South
Edmonton, Alberta, Canada

Dear Mr. McConaghy:

You have, of course, my permission to use questions similar to those I used in my dissertation and replications.

Perhaps, as a result of word processing developments, you will find greater use of the Simplified letter form as promoted by AMS. There wasn't any growth in use during the 30-year period covered by my investigations. I have wondered if the standard line length might be used more in the future than it has previously.

Thank you for sending me a working draft of your proposal. I would be interested in receiving a copy of your findings. Good luck in your investigation.

Please note my current mailing address.

Sincerely,

Irol W. Balsley

Irol W. Balsley
Professor Emeritus

APPENDIX H

QUESTIONNAIRE ANALYSIS FORM

QUESTIONNAIRE ANALYSIS FORM

Row 9 - Other
Row 0 - Unable to determine response
Row 11 - Never used

Card Column	Row	Response or Information
1		SIC division number
2,3,4		Questionnaire number
5		Card number
6		Blank on first card

Line length (or margins)

7	1	Margins adjusted according to the length of the letter
	2	Standard line length of 60 characters
	3	Standard line length of 50 characters
	4	Standard line length of 40 characters
	5	Standard line length of 65 characters
	6	Standard line length of 80 characters
	7	Standard line length of 70 characters
	8	Standard line length of 75 characters

Date line

8,9	Vertical placement	
	1	Usually 10 lines from the top of the page
	2	Usually 12 lines from the top of the page
	3	Usually 15 lines from the top of the page
	4	Usually 2 lines below the letterhead
	5	Usually 3 lines below the letterhead
	6	Usually 4 lines below the letterhead
	7	Usually 5 lines below the letterhead
	8	Varies, depending on the length of the letter
	12	Usually 6 lines below the letterhead
	13	Usually 17 lines from the top of the page
	14	Usually 8 lines below the letterhead
	15	Usually 13 lines from the top of the page
	16	Usually 7 lines below the letterhead
	17	Same line as some specific point in the letterhead
	18	Usually 3 to 5 lines below the letterhead
	19	Usually 16 lines from the top of the page
	20	Usually 11 lines from the top of the page
	21	Usually 14 lines from the top of the page
	22	Usually 9 lines from the top of the page

Card Column	Row	Response or Information

Date line - continued

10 Horizontal placement
- 1 At the left margin
- 2 At the horizontal centre
- 3 Five characters to the right of horizontal centre
- 4 Ten characters to the right of horizontal centre
- 5 To the right of horizontal centre - exact placement not indicated

11 Style
- 1 Standard (March 20, 1981)
- 2 Numeric (1981 03 20)
- 3 March 20th, 1981
- 4 20 March 1981
- 5 1981 March 20
- 6 20th March, 1981

Inside or letter address

12 Vertical placement
- 1 Usually 2 lines below the date line
- 2 Usually 3 lines below the date line
- 3 Usually 4 lines below the date line
- 4 Usually 5 lines below the date line
- 5 Usually 6 lines below the date line
- 6 Usually 4 lines below the letterhead
- 7 Usually on line 15
- 8 Varies, depending on the length of the letter

13 Horizontal placement
- 1 Usually at the left margin

Attention line

14 Use of
- 1 Usually used
- 2 Never used
- 3 Sometimes used
- 4 Rarely used

Card Column	Row	Response or Information
Attention line - continued		
15,16	If used, vertical placement	
	1	One line below the inside address
	2	Two lines below the inside address
	3	Three lines below the inside address
	4	Four lines below the inside address
	5	Five lines below the inside address
	6	Six lines below the inside address
	7	Three or four lines below the inside address
	12	Two lines below the salutation
	13	Two to four lines below the inside address
17,18	If used, horizontal placement	
	1	At the left margin
	2	Indented
	3	At the horizontal centre
	4	Directly under the date line
19,20	If used, style	
	1	Attn: MR. R. D. SMITH
	2	Attention: Mr. R. D. SMITH
	3	Attention: MR. R. D. SMITH
	4	Attention: Mr. R. D. Smith
	5	ATTENTION: MR. R. D. SMITH
	6	ATTENTION: Mr. R. D. Smith
	7	ATTENTION: MR. R. D. SMITH
	8	Attention: Mr. R. D. Smith
	12	Attention of Mr. R. D. Smith
	13	Attention Mr. R. D. Smith
	14	ATTENTION. Mr. R. D. Smith
	15	ATTENTION: R. D. Smith
	16	Attention: R. D. Smith
	17	Attention: Mr. R. D. Smith
	18	For: R. D. Smith, Esq.
	19	ATT: R. D. SMITH
	20	Att: Mr. R. D. Smith
	21	ATTN: MR. R. D. SMITH
	22	ATTENTION: MR. R. D. SMITH
	23	Attn. Mr. R. D. Smith
	24	Attention: Mr. R. D. Smith
	25	Attn: Mr. R. D. Smith
	26	ATTENTION: Mr. R. D. Smith
	27	ATTENTION MR. R. D. Smith
	28	ATTENTION: R. D. SMITH

Card Column	Row	Response or Information
Salutation		
21	Use of	
	1	Usually used
	2	Never used
	3	Sometimes used
	4	Rarely used
22,23	If used, vertical placement	
	1	Usually 1 line below the inside address or attention line
	2	Usually 2 lines below the inside address or attention line
	3	Usually 3 lines below the inside address or attention line
	4	Usually 4 lines below the inside address or attention line
	5	Usually 5 lines below the inside address or attention line
	6	Varies, depending on the length of the letter
	7	Usually 2 lines below the subject line
	8	Two to four lines below the inside address or attention line
24,25	If used, horizontal placement	
	1	Usually at the left margin
Subject line		
26	Use of	
	1	Usually used
	2	Never used
	3	Sometimes used
	4	Rarely used
27,28	If used, vertical placement	
	1	One line below the salutation
	2	Two lines below the salutation
	3	Three lines below the salutation
	4	One line below the attention line
	5	Two lines below the attention line
	6	Three lines below the attention line
	7	Two lines below the inside address
	8	Varies, depending on the length of the letter
	12	Five lines below the inside address
	13	Two lines below the attention line or salutation (use of these varied). Subject line part of the body of the letter
	14	Three lines below the inside address
	15	Two to four lines below the attention line

Card Column	Row	Response or Information

Subject line - continued

29,30 If used, horizontal placement

1	At the left margin
2	Centred
3	Five characters to the right of the paragraph indentation
4	Indented 10 characters
5	Twenty characters to the right of the left margin
6	Five characters from the left margin
12	At the left margin or centred, depending on importance

31,32 If used, style

1	RE: OVERDUE ACCOUNTS
2	Re: OVERDUE ACCOUNTS
3	Re: Overdue Accounts
4	Overdue Accounts
5	RE: OVERDUE ACCOUNTS
6	RE: Overdue Accounts
7	Re: OVERDUE ACCOUNTS
8	OVERDUE ACCOUNTS
12	Re: Overdue Accounts
13	RE: OVERDUE ACCOUNTS
14	SUBJECT: Overdue Accounts
15	RE: OVERDUE ACCOUNTS (Next line contained file number)
16	SUBJECT: Overdue Accounts
17	RE: Overdue Accounts
18	Re: Overdue Accounts
19	Reference: Overdue Accounts
20	Re: "Overdue Accounts"
21	RE: Overdue Accounts
22	Re: Overdue Accounts or Subject: Overdue Accounts
23	OVERDUE ACCOUNTS or Overdue Accounts
24	Subject: OVERDUE ACCOUNTS
25	OVERDUE ACCOUNTS
26	Subject: Overdue Accounts
27	-OVERDUE ACCOUNTS-
28	SUBJ: OVERDUE ACCOUNTS
29	RE: Overdue Accounts
30	re: OVERDUE ACCOUNTS
31	Subject: Overdue Accounts

Card Column	Row	Response or Information

Body of the letter

33 Vertical placement
- 1 Usually 1 line below the salutation or subject line
- 2 Usually 1½ lines below the salutation or subject line
- 3 Usually 2 lines below the salutation or subject line
- 4 Usually 3 lines below the salutation or subject line
- 5 Usually 4 lines below the salutation or subject line
- 6 Usually 5 lines below the salutation or subject line
- 7 Usually 6 lines below the salutation or subject line
- 8 Varies, depending on the length of the letter

34 Paragraphs
- 1 No indentation
- 2 Five character indentation
- 3 Seven character indentation
- 4 Eight character indentation
- 5 Ten character indentation
- 6 Eighteen character indentation
- 7 Six character indentation
- 8 Varies

Complimentary closing

35 Use of
- 1 Usually used
- 2 Never used
- 3 Sometimes used
- 4 Rarely used
- 5 Used if salutation used

36,37 If used, vertical placement
- 1 One line below the last line of the body of the letter
- 2 Two lines below the last line of the body of the letter
- 3 Three lines below the last line of the body of the letter
- 4 Four lines below the last line of the body of the letter
- 5 Five lines below the last line of the body of the letter
- 6 Six lines below the last line of the body of the letter
- 7 Seven lines below the last line of the body of the letter
- 8 Eight lines below the last line of the body of the letter
- 12 Varies, depending on the length of the letter
- 13 Two to four lines below the last line of the body of the letter
- 14 Two and one-half to three lines below the last line of the body of the letter

Card Column	Row	Response or Information

Complimentary closing - continued

38 If used, horizontal placement
- 1 At the left margin
- 2 At the horizontal centre
- 3 Five characters to the right of horizontal centre
- 4 Ten characters to the right of horizontal centre
- 5 To the right of horizontal centre - exact placement not indicated
- 6 Aligned with the letterhead emblem

Typed company name

39 Use of
- 1 Usually used
- 2 Never used
- 3 Sometimes used
- 4 Rarely used

40,41 If used, vertical placement
- 1 One line below the complimentary closing
- 2 Two lines below the complimentary closing
- 3 Three lines below the complimentary closing
- 4 Four lines below the complimentary closing
- 5 Five lines below the complimentary closing
- 6 One and one-half lines below the complimentary closing
- 7 Six lines below the complimentary closing
- 8 One or two lines below the complimentary closing
- 12 Eight lines below the complimentary closing
- 13 One line below the typed sender's name

42,43 If typed, horizontal placement
- 1 At the left margin
- 2 At the horizontal centre
- 3 Centred under the complimentary closing

44,45 If used, style
- 1 All capitals
- 2 Major words capitalized

Card Column	Row	Response or Information
Typed sender's name		
46	Use of	
	1	Usually used
	2	Never used
	3	Always used
	4	Sometimes used
47,48	If used, vertical placement	
	1	Three lines below the typed company name
	2	Four lines below the typed company name
	3	Five lines below the typed company name
	4	Six lines below the typed company name
	5	Three lines below the complimentary closing
	6	Four lines below the complimentary closing
	7	Five lines below the complimentary closing
	8	Six lines below the complimentary closing
	12	Seven lines below the complimentary closing
	13	Four to six lines below the typed company name
	14	Varies, depending on the length of the letter
	15	Five to six lines below the complimentary closing
	16	One line below the typed company name
	17	Three to four lines below the complimentary closing
	18	Eight lines below the complimentary closing
	19	Five to eight lines below the complimentary closing or the typed company name
	20	Eight lines below the last paragraph
	21	Four or five lines below the complimentary closing
	22	Five to seven lines below the complimentary closing
49,50	If used, horizontal placement	
	1	At the left margin
	2	At the horizontal centre
	3	Five characters to the right of horizontal centre
	4	Ten characters to the right of horizontal centre
	5	To the right of horizontal centre - exact placement not indicated
	6	Aligned with the letterhead emblem
Sender's title		
51	Use of	
	1	Usually used
	2	Never used
	3	Sometimes used
	4	Rarely used

Card Column	Row	Response or Information
Sender's title - continued		
52,53	If used, vertical placement	
	1	One line below the typed sender's name
	2	Two lines below the typed sender's name
	3	Three lines below the typed sender's name
	4	Same line as the typed sender's name
	5	Seven lines below the complimentary closing
	6	Seven lines below the last paragraph of the letter
54,55	If used, horizontal placement	
	1	At the left margin
	2	At the horizontal centre
	3	Five characters to the right of horizontal centre
	4	Ten characters to the right of horizontal centre
	5	To the right of horizontal centre - exact placement not indicated
	6	Aligned with the letterhead emblem
Enclosure notation		
56	Use of	
	1	Always used
	2	Sometimes used
	3	Never used
57,58	If used, vertical placement	
	1	After reference initials
	2	After copy notation
	3	After sender's name and/or title
59,60	If used, number of blank lines preceding enclosure notation	
	1	None
	2	One
	3	Two
	4	Three
	5	Four
	6	Five
	7	One or two
	8	One and one-half
61,62	If used, horizontal placement	
	1	At the left margin
	2	At the horizontal centre

Card Column	Row	Response or Information

Enclosure notation - continued

63,64 If used, style
- 1 Enclosure(s)
- 2 Enclosure(1)
- 3 Encl.
- 4 ENCLOSURE(S)
- 5 ENCL.
- 6 Encl.(1)
- 7 enclosure(s)
- 8 encl.
- 12 Enc.
- 13 Enclosure/
- 14 Enc.(2)
- 15 encl:2 or c/w encl
- 16 enclosure (1)
- 17 ENCL: (1)
- 18 ENCLOSURE (1)
- 19 Encs. (2)
- 20 Encl:
- 21 ENCL
- 22 Enc. or Enclosure
- 23 attachments
- 24 ATTH:
- 25 enc.

Copy notation

65 Use of
- 1 Always used
- 2 Sometimes used
- 3 Never used

66,67 If used, vertical placement
- 1 After the reference initials and/or enclosure notation
- 2 After the enclosure notation or sender's name and/or title, before enclosure notation
- 3 After sender's name and/or title

68,69 If used, number of blank lines preceding copy notation
- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four
- 6 Five
- 7 One or two
- 8 Three to ten

Card Column	Row	Response or Information
Copy notation - continued		
70,71	If used, horizontal placement	
	1	At the left margin
	2	At the horizontal centre
72,73	If used, style	
	1	cc
	2	cc.
	3	c.c.
	4	CC
	5	C.C.
	6	cc:
	7	p.c.
	8	xc
	12	xc:
	13	CC:
Blind copy notation		
6	Use of	
	1	Always used
	2	Sometimes used
	3	Never used
	4	Rarely used
7,8	If used, vertical placement	
	1	After the copy notation
	2	After the reference initials and/or enclosure notation
	3	After the sender's name and/or title
	4	Beside the copy notation
	5	At the top of the letter
9,10	If used, number of blank lines preceding blind copy notation	
	1	None
	2	One
	3	Two
	4	Three
	5	Four
	6	Five

Card Column	Row	Response or Information
Blind copy notation - continued		
11,12	If used, horizontal placement	
	1	At the left margin
	2	At the horizontal centre point
13,14	If used, style	
	1	bcc
	2	b.c.c.
	3	bcc.
	4	bcc:
	5	bc
	6	BLIND C.C.
	7	b.c.
	8	bc:
	12	blind c.c.
	13	BLIND COPY
	14	B.C.
Mailing instruction notation		
15	Use of	
	1	Always used
	2	Sometimes used
	3	Never used
	4	On envelope only
16,17	If used, vertical placement	
	1	Before the date line
	2	Before the inside address, after the date line
	3	Same line as the date line
	4	After the copy notation
	5	Top right hand-section
	6	Top right hand-section, below letterhead
	7	Top of the letter
	8	On envelope only
	12	Before letter number
	13	After inside address
	14	After reference initials notation or enclosure notation

Card Column	Row	Response or Information

Mailing instruction notation - continued

18,19 If used, number of blank lines preceding mailing instruction notation

- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four
- 6 Five
- 7 One or two
- 8 Two or three
- 12 A few lines after the letterhead
- 13 Fifteen lines from the top of the page
- 14 Varies, depending on the length of the letter
- 15 Twelve to thirteen lines from the top of the page
- 16 Six

20,21 If used, horizontal placement

- 1 At the left margin
- 2 At the horizontal centre
- 3 Upper right-hand area of the letter
- 4 Indented 10 characters
- 5 Back spaced from the right margin

22,23 If used, style

- 1 All capitals, not underscored
- 2 Major words capitalized, not underscored
- 3 All capitals, underscored
- 4 Major words capitalized, underscored
- 5 All capitals, double underscored
- 6 Major words capitalized, in quotation marks
- 7 All capitals, in quotation marks
- 8 All capitals, one space between each letter

Handling instruction notation

24 Use of

- 1 Always used
- 2 Sometimes used
- 3 Never used
- 4 On envelope only

Card Column	Row	Response or Information
Handling instruction notation - continued		
25,26	If used, vertical placement	
	1	After the inside address
	2	Before the inside address, after the date line
	3	Same line as the date line
	4	Before the date line
	5	Top right-hand section
	6	Top right-hand section, below the letterhead
	7	Top of the letter
	8	On envelope only
	12	After the salutation
	13	Before the letter number
	14	Stamped on the top of the letter
27,28	If used, number of blank lines preceding handling instruction notation	
	1	None
	2	One
	3	Two
	4	Three
	5	Four
	6	Five
	7	One or two
	8	Two or three
	12	A few lines after the letterhead
	13	Six lines above the date line, even with the beginning of the letterhead
	14	If mailing instruction also used, two lines after the date line
	15	Fifteen lines from the top of the page
	16	Varies, depending on the length of the letter
	17	Twelve to thirteen lines from the top of the page
29,30	If used, horizontal placement	
	1	At the left margin
	2	At the horizontal centre
	3	Upper right-hand section of the letter
	4	Indented 10 characters
	5	Back spaced from the right margin

Card Column	Row	Response or Information

Handling instruction notation - continued

31,32 If used, style
- 1 All capitals, not underscored
- 2 Major words capitalized, not underscored
- 3 All capitals, underscored
- 4 Major words capitalized, underscored
- 5 All capitals, double underscored
- 6 Major words capitalized, in quotation marks
- 7 All capitals, in quotation marks
- 8 All capitals, one space between each letter

Postscript notation

33 Use of
- 1 Always used
- 2 Sometimes used
- 3 Never used
- 4 Rarely used

34,35 If used, vertical placement
- 1 After copy notation
- 2 After reference initials notation - copy notation not used
- 3 After reference initials notation - copy notation used
- 4 After closing lines
- 5 Last part of the letter

36,37 If used, number of blank lines preceding postscript notation
- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four
- 6 Five
- 7 One or two
- 8 Two or three

38,39 If used, horizontal placement
- 1 At the left margin
- 2 At the horizontal centre

Card Column	Row	Response or Information

Postscript notation - continued

40,41 If used, style
- 1 P.S.
- 2 P. S.
- 3 PS
- 4 p.s.
- 5 N.B.
- 6 p.s:
- 7 P.S.

Reference initials notation

42 Use of
- 1 Always used
- 2 Sometimes used
- 3 Never used

43,44 If used, vertical placement
- 1 After sender's name and/or title, before enclosure notation
- 2 After enclosure notation, following sender's name and/or title
- 3 After copy notation, following sender's name and/or title and enclosure notation
- 4 Last part of the letter

45,46 If used, number of blank lines preceding reference initials notation
- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four
- 6 Five
- 7 None if enclosure notation used, three if enclosure notation not used

47,48 If used, horizontal placement
- 1 At the left margin
- 2 At the horizontal centre

Card Column	Row	Response or Information

Reference initials notation - continued

49,50 If used, style
- 1 tn
- 2 TN
- 3 SN:tn
- 4 SN:TN
- 5 SN/tn
- 6 SN/TN
- 7 /tn
- 8 SEN/tin
- 12 SEN/tn
- 13 SEN:tn
- 14 SN/tin
- 15 Sender's name/sender's telephone number/typist's initials
- 16 /tin
- 17 No set format
- 18 S.N./t.n.
- 19 SEN:TIN
- 20 tin
- 21 SEN:tin

51 Do you use word processors in your office or company?
- 1 Yes
- 2 No
- 3 Being installed
- 4 Head office yes, branch offices no

52,53 If word processors are used, what type are used?
- 1 MICOM
- 2 WANG
- 3 AES
- 4 PCC 2000
- 5 Apple computer
- 6 IBM Displaywriter
- 7 IBM 75
- 8 Xerox
- 12 Type not known - used in another branch
- 13 Several machines used
- 14 A B Dick
- 15 Compu-Tome Office System
- 16 IBM 5520
- 17 Magic Word with Apple Plus
- 18 Data General
- 19 Word II
- 20 AES and DEK
- 21 AES and WANG

Card Column	Row	Response or Information

Reference initials notation - continued

52,53 If word processors are used, what type are used? - continued
- 22 Pertec
- 23 AES and MICOM
- 24 Olivetti TES 401
- 25 Various IBM machines
- 26 NBI 3000
- 27 IBM and Basic IV

54 Do typists in your office use a procedures or style manual which was written specifically for their use?
- 1 Yes
- 2 No
- 3 In preparation
- 4 Word processing centre only

55 Would you be personally interviewed regarding this questionnaire?
- 1 Yes
- 2 No

56 Was a representative piece of correspondence returned?
- 1 Yes
- 2 No

57,58 Was a section of the procedures or style manual returned?
- 1 Yes
- 2 No

59 Style of punctuation in letter
- 1 Open
- 2 Mixed
- 3 Closed
- 4 Letter not returned

60 Size of type used
- 1 Elite
- 2 Pica
- 3 Letter not returned

61 Style of punctuation on envelope
- 1 Open
- 2 Closed
- 3 Unable to determine - style inconsistent
- 4 Envelope not returned

Card Column	Row	Response or Information
62		Style of name of city or town
	1	All capitals - underscored
	2	All capitals - not underscored
	3	Major letters capitalized - underscored
	4	Major letters capitalized - not underscored
	5	Never used
	6	Envelope not returned
63		Style of name of province
	1	All capitals - underscored
	2	All capitals - not underscored
	3	Major letters capitalized - underscored
	4	Major letters capitalized - not underscored
	5	Four letter abbreviation for Alberta - not underscored
	6	Two letter abbreviation - not underscored
	7	Envelope not returned
64		Placement of the postal code
	1	On the same line as the last line of the address
	2	The last line of the address
	3	Never used

APPENDIX I

SURVEY OF TYPEWRITTEN FORMATS OF BUSINESS LETTERS AND ENVELOPES

SURVEY OF TYPEWRITTEN FORMATS OF BUSINESS LETTERS AND ENVELOPES

Instructions: For each of the following questions, check (✓) the response which best describes how your outgoing correspondence is typed. If the statement has a blank, please fill in the appropriate response.

1. Line length of the body of the letter (or margins)

___ margins adjusted according to the letter length (e.g. from a 4" line for short letters to a 6" line for long letters, or from 2" margins to 1" margins)
___ standard line length (e.g. 60 spaces (elite) or 50 spaces (pica))
If YES, line length usually is ___ spaces
___ other, please specify _____

_____

2. Date line

a. vertical placement
___ usually *___ lines from the top of the page
___ usually *___ lines below the letterhead
___ varies depending on the length of the letter
___ other, please specify _____

_____

b. horizontal placement
___ at the left margin
___ at the centre point
___ other, please specify _____

_____

c. style of date line
___ standard style (March 20, 1981)
___ numeric style (1981 03 20)
___ other, please specify _____

_____

3. Inside or letter address

a. vertical placement
___ usually *___ lines below the date line
___ usually *___ lines below the letterhead
___ usually on line ___
___ varies depending on the length of the letter
___ other, please specify _____

_____

*Write in the number of lines. There are six vertical lines to the inch.

b. horizontal placement
___ usually at the left margin
___ other, please specify _____

_____

4. Attention line

use of attention line
___ usually used
___ never used
___ other, please specify _____

_____

If attention line is typed, indicate:

a. vertical placement
___ *___ lines below the inside address
___ other, please specify _____

_____

b. horizontal placement
___ at the left margin
___ indented ___ spaces from the left margin
___ at the centre point
___ directly under the date line
___ other, please specify _____

_____

c. style of attention line
In the space below, indicate the style you would use to type the attention line "Attention of Mr. R. D. Smith".

_____

5. Salutation

use of salutation
___ usually used
___ never used
___ other, please specify _____

_____

If salutation is typed, indicate:

a. vertical placement
___ usually *___ lines below the inside address or attention line
___ other, please specify _____

_____

*Write in the number of lines. There are six vertical lines to the inch.

b. horizontal placement
___ usually at the left margin
___ other, please specify _____

_____

6. Subject line

use of subject line
___ usually used
___ never used
___ other, please specify _____

_____

If subject line is typed, indicate:

a. vertical placement
___ *___ lines below _____
___ other, please specify _____

_____

b. horizontal placement
___ at the left margin
___ centred
___ other, please specify _____

_____

c. style of subject line
In the space below, indicate the style you would use to type the subject line "Overdue Accounts".

_____

7. Body of the letter

a. vertical placement
___ usually *___ lines below the salutation or subject line
___ other, please specify _____

_____

b. paragraphs
___ no indentation
___ ___ space paragraph indentation
___ other, please specify _____

_____

*Write in the number of lines. There are six vertical lines to the inch.

8. Complimentary closing

use of complimentary closing
___ usually used
___ never used
___ other, please specify _____

_____

If complimentary closing is typed, indicate:

a. vertical placement
___ * ___ lines below the last line of the body of the letter
___ other, please specify _____

_____

b. horizontal placement
___ at the left margin
___ at the centre point
___ other, please specify _____

_____

9. Typed company name

use of company name
___ usually used
___ never used
___ other, please specify _____

_____

If company name is typed, indicate:

a. vertical placement
___ * ___ lines below the complimentary closing
___ other, please specify _____

_____

b. horizontal placement
___ at the left margin
___ at the centre point
___ other, please specify _____

_____

c. style of typed company name
___ typed in all capital letters
___ other, please specify _____

_____

*Write in the number of lines. There are six vertical lines to the inch.

10. Typed sender's name

use of sender's name
___ usually used
___ never used
___ other, please specify _____

_____

If sender's name is typed, indicate:

a. vertical placement
___ *___ lines below the _____
___ other, please specify _____

_____

b. horizontal placement
___ at the left margin
___ at the centre point
___ other, please specify _____

_____

11. Sender's title

use of sender's title
___ usually used
___ never used
___ other, please specify _____

_____

If sender's title is typed, indicate:

a. vertical placement
___ *___ lines below the _____
___ other, please specify _____

_____

b. horizontal placement
___ at the left margin
___ at the centre point
___ other, please specify _____

_____

12. Other notations

Please complete the chart on the next page using the reference initials example as a guide.

*Write in the number of lines. There are six vertical lines to the inch.

13. Do you use word processors in your office or company?

___ Yes ___ No

If YES, indicate:

a. the type(s) of word processor(s) that you use

_____

_____

_____

_____

_____

b. the effect(s) the word processor has had on the formats of your typewritten correspondence.

_____

_____

_____

_____

_____

_____

_____

_____

14. Do typists in your office or company use a procedures or style manual which was written specifically for their use?

___ Yes ___ No

If YES, it would be appreciated if you would forward the sections of this manual relating to correspondence styles with this questionnaire.

15. Would you be personally interviewed regarding this questionnaire?

___ Yes ___ No

Please return (1) the completed questionnaire, (2) a representative piece of correspondence, and (3) the appropriate section of the style manual (if used) by April 15, 1982

to: Mr. G. McConaghy
Faculty of Education
The University of Alberta
338 Education South
Edmonton, Alberta T6G 2G5

Thank you very much for your cooperation.

Please check ( ) if you would like a summary of the findings of this study.

APPENDIX J

LETTER REQUESTING COMPLETION OF A QUESTIONNAIRE

Faculty of Education
The University of Alberta
338 Education South
Edmonton, Alberta
February 19, 1982

Canadian Grain Commission
Government of Canada
6020 - 11 Street S.E.
Calgary, Alberta
T2H 2L7

Dear Sir or Madam

I am a business teacher interested in obtaining information concerning typewritten formats of business letters and envelopes. The findings of my study will enable business teachers to update the curriculum using current business procedures and practices. You have been selected to participate in this study.

It would be appreciated if you would complete the enclosed questionnaire and return it with a representative piece of correspondence from your office or company. You can be assured that your questionnaire and the contents of the correspondence will be treated with strict confidence. If your office has a procedures or style manual for typists, it would be very beneficial to receive a copy of the relevant sections.

Your participation will give you the opportunity to provide input in the development of curriculum which is striving to meet the expectations of the business world.

Sincerely yours

Gerald McConaghy

Enclosure

APPENDIX K

FOLLOW-UP LETTER REQUESTING COMPLETION OF A QUESTIONNAIRE

Faculty of Education
The University of Alberta
338 Education South
Edmonton, Alberta
April 6, 1982

Office Manager
Canadian Grain Commission
Government of Canada
6020 - 11 Street S.E.
Calgary, Alberta
T2H 2L7

Dear Sir or Madam

Enclosed is my questionnaire which I discussed with you during our recent telephone conversation.

I certainly appreciate your cooperating and willingness to complete this questionnaire. It would be helpful if this could be returned to me by April 20, 1982. If you are unable to complete the questionnaire by this date, please return it at your earliest convenience.

Sincerely yours

Gerald McConaghy

Attachments: questionnaire
letter of February 19, 1982

APPENDIX L

USE OF OTHER NOTATIONS

USE OF OTHER NOTATIONS

Notation	Always Used		Sometimes Used		Never Used		No Response		Other		Total	
	f	%	f	%	f	%	f	%	f	%	f	%
Reference Initials	101	80	5	4	13	10	7	6	0	0	126	100
Enclosure	35	28	81	64	3	2	7	6	0	0	126	100
Copy	39	31	56	44	25	20	6	5	0	0	126	100
Blind Copy	2	2	37	30	72	57	14	10	1	1	126	100
Mailing Instruction	8	6	52	41	51	41	12	10	3	2	126	100
Handling Instruction	8	5	67	53	40	32	9	7	2	2	126	100
Postscript	1	1	31	25	82	65	11	8	1	1	126	100

APPENDIX M

NUMBER OF BLANK LINES PRECEDING OTHER NOTATIONS

NUMBER OF BLANK LINES PRECEDING OTHER NOTATIONS

Notation	Number of Blank Lines								Other		Not Indicated		N	
	0		1		2		3							
	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Reference Initials	16	15	32	30	40	38	6	6	1	1	11	10	106	100
Enclosure	24	21	42	36	37	32	0	0	5	4	8	7	116	100
Copy	11	12	23	24	30	32	0	0	8	8	23	24	95	100
Blind Copy	5	13	9	22	11	28	1	2	0	0	14	35	40	100
Mailing Instruction	0	0	7	11	13	21	5	8	14	22	24	38	63	100
Handling Instruction	0	0	11	15	19	25	0	0	17	22	28	38	75	100
Postscript	0	0	8	24	11	33	0	0	4	12	10	31	33	100